AUGUST 8, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Station trading: it's already topped $150 million in '60 Page 27

duPont's tv chemistry: corporate image mixed with sell Page 32

How the station manager & his boss evaluate each other Page 54

Profile of a blue-chip salesman in the early days of tv Page 60

This is the spot for a commercial

KOB ..... Albuquerque
WSB ..... Atlanta
WGR ..... Buffalo
WGN ..... Chicago
WFAA .. Dallas—Ft. Worth
WKMH ..... Detroit
KPRC ..... Houston
KARK ..... Little Rock
WINZ ..... Miami
WISN ..... Milwaukee
KSTP . Minneapolis—St. Paul
WTAR ..... Norfolk
KFAB ..... Omaha
WIP ..... Philadelphia
KPOJ ..... Portland
WJAR ..... Providence
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI ..... San Antonio
KFMB ..... San Diego
KMA ..... Shenandoah
KREM ..... Spokane
WGTO ... Tampa—Orlando
KVOO ..... Tulsa

They are at the beach, but they're right within reach of your message when you buy Spot Radio. Multiply this listening by millions of sun-worshippers. They'll buy a lot of what you sell when you use Spot Radio.

Radio Division

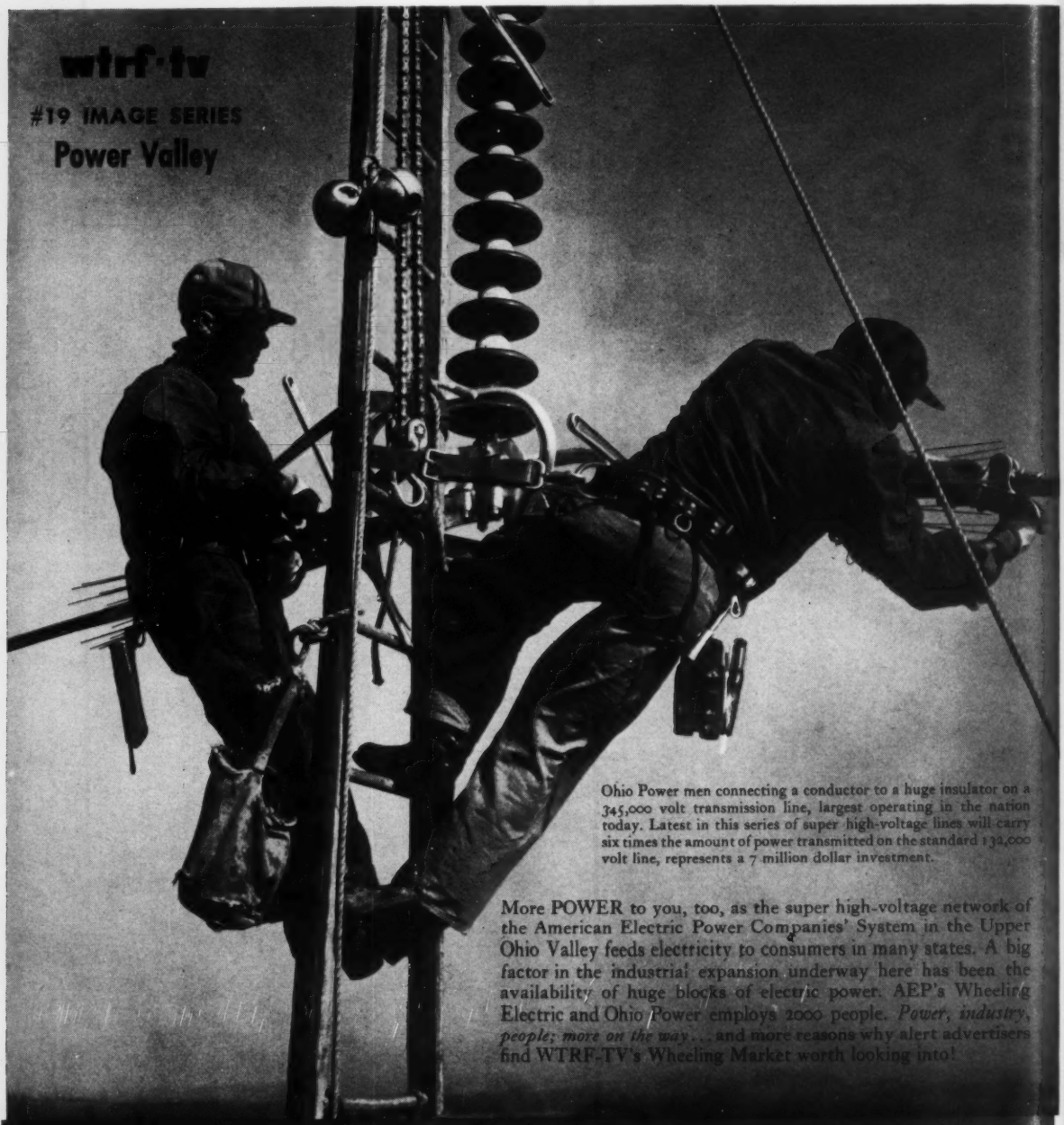
Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Valley



Ohio Power men connecting a conductor to a huge insulator on a 345,000 volt transmission line, largest operating in the nation today. Latest in this series of super high-voltage lines will carry six times the amount of power transmitted on the standard 132,000 volt line, represents a 7 million dollar investment.

More POWER to you, too, as the super high-voltage network of the American Electric Power Companies' System in the Upper Ohio Valley feeds electricity to consumers in many states. A big factor in the industrial expansion underway here has been the availability of huge blocks of electric power. AEP's Wheeling Electric and Ohio Power employs 2000 people. *Power, industry, people; more on the way* . . . and more reasons why alert advertisers find WTRF-TV's Wheeling Market worth looking into!

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

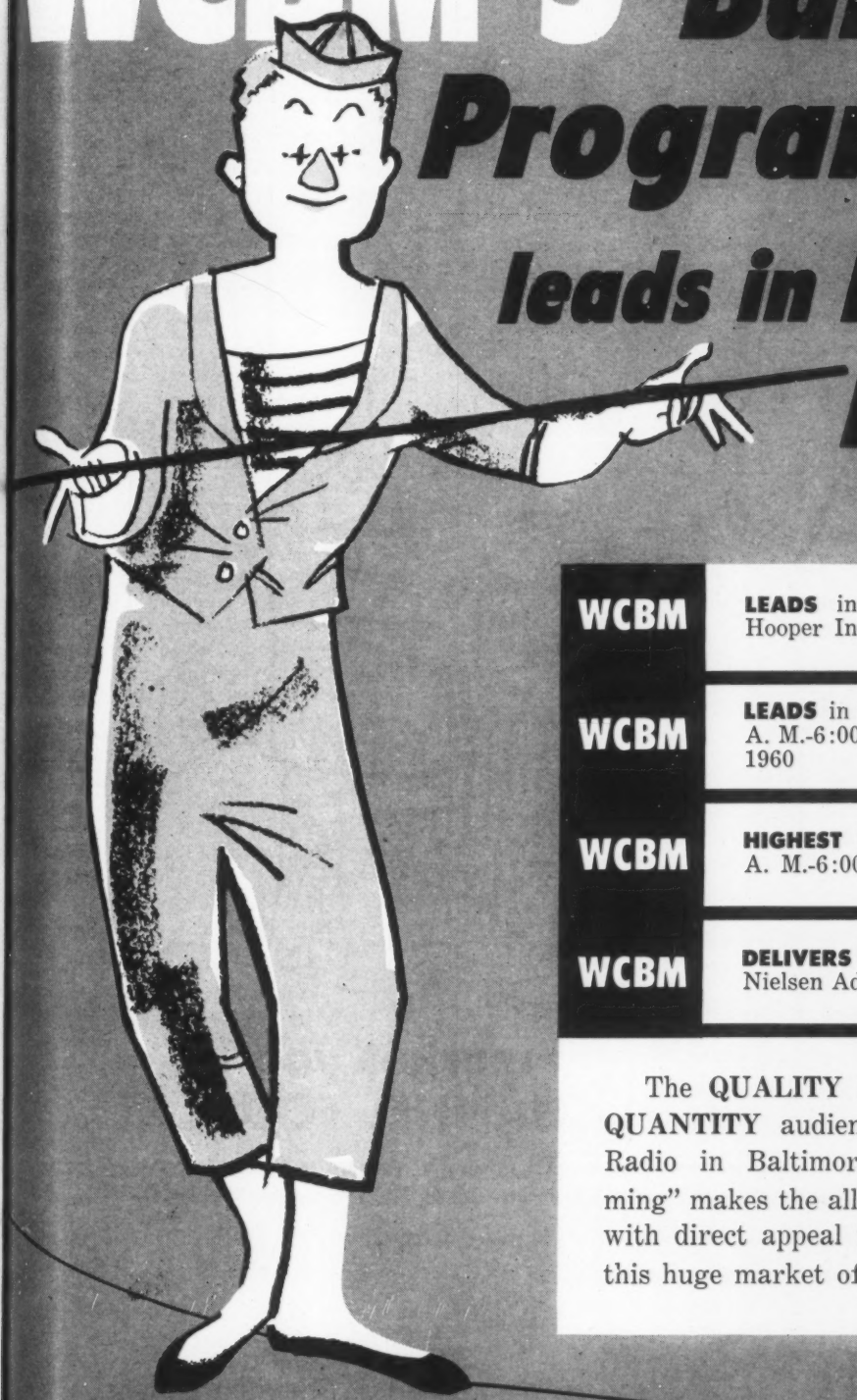
WHEELING 7, WEST VIRGINIA

wtrf·tv

reaching a market that's reaching new importance!

CHANNEL 7

WCBM'S Balanced Programming leads in Baltimore Radio



WCBM	**LEADS** in average share of audience! Hooper Index, April-May 1960
WCBM	**LEADS** in net unduplicated homes! 6:00 A. M.-6:00 P. M. cumulative Pulse, Feb. 1960
WCBM	**HIGHEST** Metro Average Rating! 6:00 A. M.-6:00 P. M. NSI, April-May 1960
WCBM	**DELIVERS** the largest adult audience! Nielsen Adult Listenership Surveys

The **QUALITY** audience as well as the **QUANTITY** audience is yours on WCBM Radio in Baltimore! "Balanced Programming" makes the all-important difference . . . with direct appeal to the adult audience in this huge market of over 1,700,000 people!

WCBM

A CBS RADIO AFFILIATE
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

In the Dallas-Ft. Worth market you REACH MORE WITH CHANNEL FOUR...

KRLD-TV's net weekly circulation of 578,100* TV Homes is 38,800 more than station B, 62,300 more than station C and 226,700 more than station D.

You SELL more when you REACH more with Channel FOUR

***ARB, June 1960**

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Net to spot ■ Standard Brands, New York, which purchased more than $10 million worth of tv (gross time billing) last year—about 60% in network—has adopted new media strategy that will strip away all of its daytime network sponsorships. Spot billing will be boosted, with Standard Brands packing much of this punch regionally. New strategy, which affects all of advertiser's brands in tv, will be carried through by its two agencies handling bulk of business, J. Walter Thompson and Ted Bates, both New York.

Campaign delay ■ Radio-tv buying for presidential candidates is being held up because of network free-time offers to Vice President Nixon and Sen. Kennedy (see story, page 70). As expressed by Campaign Assoc. (agency for Republican candidate): "The way we figure it, eight hours of free time from each of the networks amounts to 24 hours total for the candidates. There's no sense to make buying plans before we find how this is resolved." Meetings will be held this week by Campaign Assoc. and for the Democratic party by their agency, Guild, Bascom & Bonfigli.

Word may not yet have gotten around but it will be Ruth Jones of J. Walter Thompson who will figure prominently in Nixon's radio-tv campaign plans. Miss Jones, veteran broadcast media executive, will pop up at Campaign Assoc. on loan from JWT on about Aug. 15 when she returns from vacation. She's been designated as executive in charge of timebuying for Vice President Nixon. Her opposite number at Guild, Bascom & Bonfigli is veteran buyer Reggie Schuebel.

News troubles ■ All is not serene at CBS News Division these days. High-level meetings were held between Democratic and Republican conventions and after GOP conclave because of licking network took in ratings on political conventions coverage (BROADCASTING, Aug. 1). How to inject degree of showmanship in news and commentary without detracting from news objectivity and faithful reporting is kernel of CBS Inc.'s internal great debate.

CBS News represents annual outlay of about $25 million for news and public affairs. Return, through sponsorship, is in neighborhood of $13-$14 million. CBS for years had held unquestioned leadership in news field among networks until now with NBC's operation, showcasing Huntley-Brinkley at conventions, taking over on ratings.

40th for WWJ ■ First radio station to observe its 40th anniversary is WWJ Detroit. Founded by *Detroit News* in 1920, station will celebrate occasion with luncheon for civic and educational leaders and other celebrities Aug. 19 at Detroit Statler-Hilton.

Rep in Miami ■ H-R Television Inc. will become exclusive national representative of WLBW-TV Miami when L. B. Wilson Inc. takes over ch. 10 facility, Sept. 15, in pursuance of FCC's decision last month terminating operation of WPST-TV by National Airlines subsidiary, Public Service Television Inc. Announcement of appointment was made last week by Charles H. Topmiller, president of Wilson company, which also operates WCKY Cincinnati.

Negotiations were in progress last week for purchase or lease of ch. 10 facilities from Public Service Television Inc. If negotiations meet dead end, Wilson company promptly will begin installation of equipment and acquisition of temporary studios to avoid any break in continuity of ch. 10 service in greater Miami area.

Legislative problem ■ Fate of S 1898, omnibus bill amended by House to include highly controversial provisions for broadcaster suspensions and fines, will be charted this week at hearings before Senate Communications Subcommittee, chairmanned by John O. Pastore (D-R.I.). Broadcasters oppose House sanctions as punitive and unnecessary. They do not oppose provisions that would outlaw payola and quiz rigging, and would tighten FCC's licensing procedures. They avidly support provisions to clarify sponsor identification section (317) which has caused most radio stations untold anguish, particularly in handling of phonograph records.

What subcommittee, and subsequently Senate, will do at this bobtail session is problematical, but broadcasters are hopeful of relief from more-restrained Senate legislative body. Legislation, particularly that portion redefining Sec. 317, would be godsend to some 600 radio stations on temporary license because of technical violations of sponsor identification section under FCC's rigid application of regulation last March. First subcommittee witness on Wednesday will be FCC Chairman Fred W. Ford.

Little Rock odds ■ Despite strong language from FCC saying it "appeared" three Little Rock tv stations had violated Sec. 315 (BROADCASTING, Aug. 1), odds against any further action by commission are at least 10-1. This is prediction of two separate commissioners, one of whom voted for inquiry of Arkansas stations, other against. Feeling is that stations operated in best interests of local viewers by offering candidates in local and state elections instead of opening sessions of Republican convention.

Oldtimers at FCC report that debate on telegram sent to KARK-TV, KTHV (TV) and KATV (TV) was one of most spirited discussions in commission history. During 90-minute arguments, Commissioner John S. Cross reportedly made an impassioned plea to kill inquiry. Native Arkansan told colleagues that he would be unable to return home if he voted with majority and protested that he is as much in favor of fairness as anyone else but . . . you folks just don't know Arkansas politics."

Spot gimmick ■ Spectre of triple-spotting was raised anew last week when giant Gillette Co. quietly pulled off new wrinkle involving its tv commercials. In place of previous one-minute spots for Toni alone, North Adv. reportedly sent out two 30-second commercials each for Toni and Paper Mate sets which, it is felt could subject stations to additional multiple-spotting pressures. Station representatives in Chicago for most part rejected bid, advising stations against accepting business. Agency spokesmen acknowledge they've been "talking about it," but disclaimed belief of impropriety while denying they had taken any definite action on commercials.

On dotted line ■ While "steady flow" of subscribers to new NAB Radio Code is reaching Washington headquarters, it's safe guess that equally new Radio Code Board will give matter first attention at scheduled Aug. 29 meeting. Board will have to devise ways of converting NAB member station adherents to old Radio Standards (free) to new code (fees required). It also will face problem of developing recruiting campaign to bring in non-members, who weren't eligible to old standards but can subscribe to new structure. Cliff Gill, KEZY Anaheim, Calif., will have task of setting up effective enforcement technique to replace old honor system of adherence.

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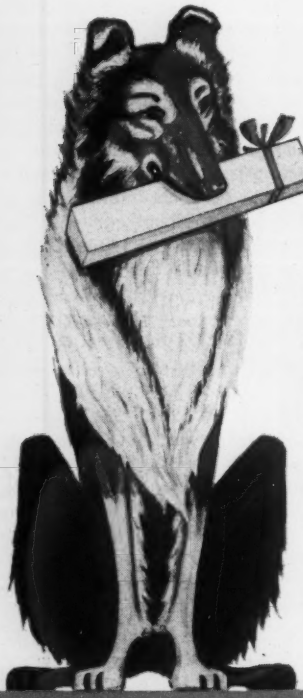
IN AUGUSTA, GEORGIA



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's WRDW-TV

CHANNEL 12

IN AUGUSTA:
Robert E. Metcalfe—TA 4-5432
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

Everybody breaks par with WRDW-TV in Augusta, "Golfing Capital of the World", where you can tell and sell more than a Million people with 721 million to spend. For Augusta, Georgia's second city, is now one of the nation's top 100 INDUSTRIAL MARKETS where new industry has invested $110 million dollars in the past 20 months. New facilities of Continental Can, S. H. Kress, General Electric, Glassine Corp. and Owens-Corning Fiber-Glass have joined the billion dollar Du Pont plant in this rich area where WRDW-TV is your product's best friend.

Member The FRIENDLY Group — John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.
STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12

28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.
JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — DX 8-1505
Represented by H-R
CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.
AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Garrett, General Manager—MAin 4-7573
Represented by Avery-Knodel, Inc.
CLARKSBURG, WEST VIRGINIA

WEEK IN BRIEF

MR. SHELLY

Make rate cards mean what they say ■ Broadcasters should follow the same economic logic in selling time that businessmen are accustomed to following in their other transactions, according to Warner S. Shelly, president of N.W. Ayer & Son, Philadelphia. This calls for a price that "can be supported on the basis of reason and fairness for all concerned," he states in this week's MONDAY MEMO. Special deals or rate cutting for a favored few, or haggling over rates, don't belong in today's media market, he contends. Page **20.**

Banner year for station sales seen ■ 1960 is only seven months old but total radio-tv trading already has hit over $150 million. This is better than all of last year and even of previous peak in 1958. Top station sales boost totals. Page **27.**

Competing dentifrices Crest-fallen ■ A toothpaste brand that's almost exclusively in tv gets unusual endorsement for its decay-preventing properties to the delight of manufacturer Procter & Gamble. Page **28.**

Six-month tally ■ Tv networks' gross time billing shoots over $336.2 million mark, an 8.9% increase. Page **30.**

duPont's tv chemistry ■ How to mix the corporate image with a bit of sell and a spoonful of encouragement to the manufacturer or dealer. Page **32.**

Four-Star's 8-figure business ■ Filing at SEC shows how successful movie stars become even more successful in television. Page **41.**

How good is a manager? ■ Qualities of good executives are brought out in advanced management seminar conducted at Harvard under NAB auspices. What managers think of their owners is revealed in survey by eminent psychologist. Page **54.**

Sales specialist Erickson ■ A profile of Rod Erickson, a blue-chip salesman who won his spurs in the growing years of television. Page **60.**

Another "ex parte" round ■ The FCC exhumes the sixth case in which charges of off-the-record attempts to influence were made before House subcommittee; schedules rehearing of Jacksonville, Fla., ch. 12 grant. Page **65.**

Arkansas politics ■ Two of three Little Rock tv stations explain to FCC why they carried local and state Democratic office-seekers instead of network coverage of first sessions of Republican convention from Chicago. Page **65.**

Tv debates sponsorship? ■ CBS turns down overtures by advertiser to sponsor proposed tv debates by presidential nominees; ABC, NBC noncommittal. Page **70.**

Payola bill pitches ■ Broadcasters to continue opposition to license suspensions and fines in Harris bill before Pastore unit in Senate. Page **71.**

A knock on Senate door ■ ABC asks permission for tv and radio coverage of Senate session. Page **72.**

DEPARTMENTS

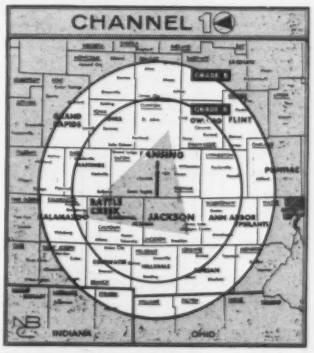
AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	28	THE MEDIA	52
BUSINESS BRIEFLY	37	MONDAY MEMO	20
CHANGING HANDS	62	OPEN MIKE	22
CLOSED CIRCUIT	5	OUR RESPECTS	101
DATEBOOK	14	PROGRAMMING	41
EDITORIAL PAGE	102	WEEK'S HEADLINERS	10
FANFARE	76		
FATES & FORTUNES	81		
FOR THE RECORD	87		
EQUIPMENT & ENGINEERING	50		
GOVERNMENT	65		
INTERNATIONAL	80		

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales*—26th in TV households**. Your play—call Venard, Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59

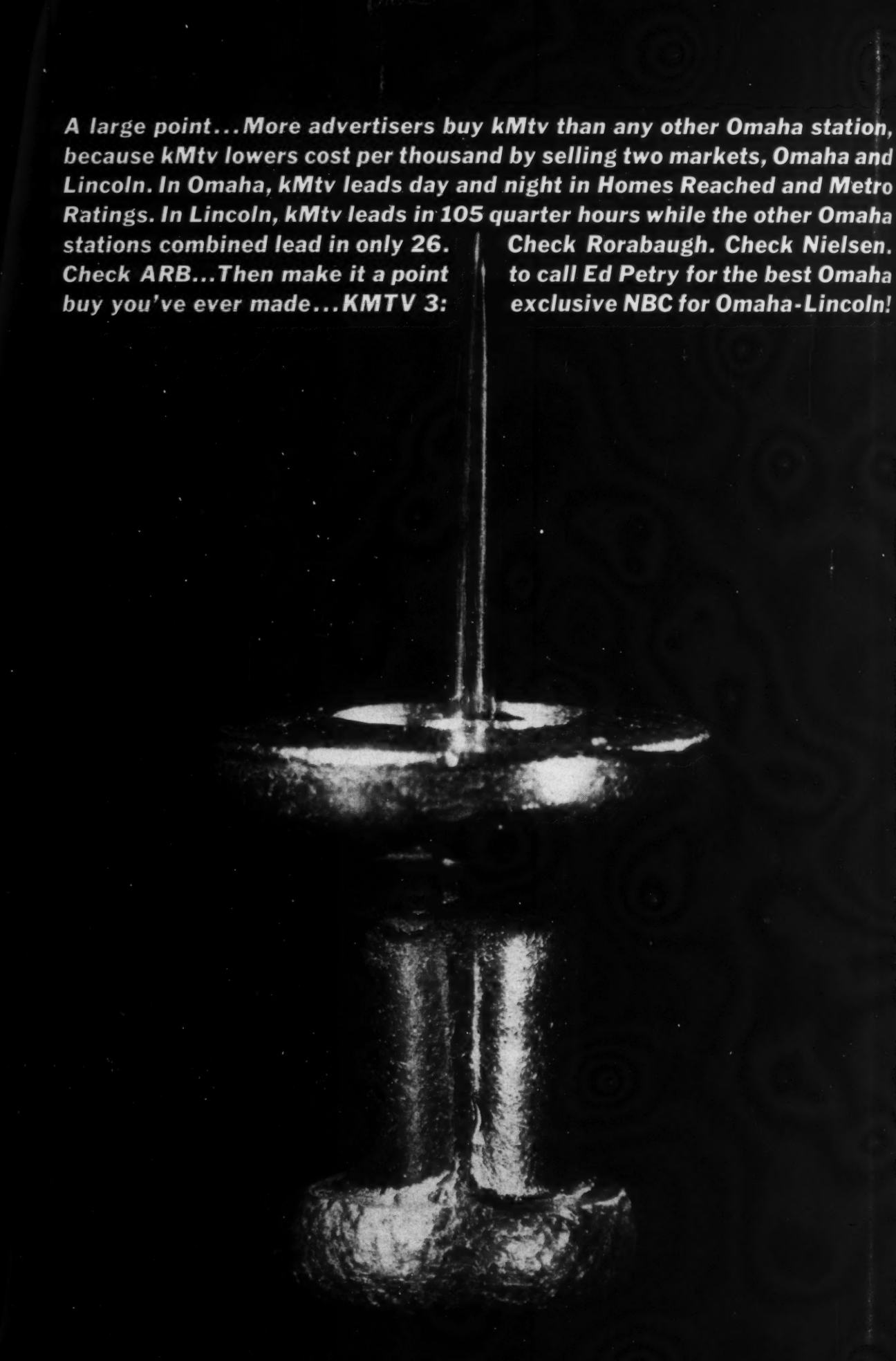


WILX-TV
CHANNEL 10

LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE

Associated with WILS—Lansing / WPON—Pontiac


A large point... More advertisers buy kMtv than any other Omaha station, because kMtv lowers cost per thousand by selling two markets, Omaha and Lincoln. In Omaha, kMtv leads day and night in Homes Reached and Metro Ratings. In Lincoln, kMtv leads in 105 quarter hours while the other Omaha stations combined lead in only 26. Check ARB... Then make it a point to call Ed Petry for the best Omaha buy you've ever made... KMTV 3: Check Rorabaugh. Check Nielsen. exclusive NBC for Omaha-Lincoln!

WBC ASKS TRANSFER HEARING

Pleading filed at FCC in four-station deal

Westinghouse Broadcasting Co. filed formal pleading with FCC Friday (Aug. 5) asking that public hearing be held on NBC acquisition and/or disposal of station properties in Philadelphia, Boston, Washington and San Francisco. Involved is exchange of NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-FM-TV Boston; RKO General purchase of WRC-AM-FM-TV Washington for $11.5 million from NBC, and network's acquisition of independent KTVU (TV) San Francisco for $7 million from San Francisco-Oakland Tv Inc.

Westinghouse, which owns WBZ-TV Boston (NBC affiliate) and KPIX (TV) San Francisco (CBS affiliate), among others, said NBC had given assurances that it did not plan to purchase Boston station, which would cause WBZ-TV to lose "valuable" NBC affiliation. Promise came in 1954, WBC said, when it reluctantly agreed to trade its Philadelphia stations for NBC outlets in Cleveland under threat of loss of Philadelphia affiliation.

Under Justice Dept. consent decree, NBC since has been required to divest its Philadelphia stations. After decree, WBC said network expressed interest in Westinghouse stations in Boston, San Francisco and Pittsburgh (KDKA-AM-TV). Westinghouse, in turn, was rebuffed in offer to re-trade Philadelphia and Cleveland stations with NBC.

Friday petition maintained that KRON-TV San Francisco also would lose NBC affiliation and stations in that city and Boston would be forever barred from competitive bidding for NBC tie. Among other issues, Westinghouse asked FCC to determine manner in which FCC obtained RKO General's agreement to transfers and trafficking in licenses and construction permits.

Biscayne Tv findings attacked in replies

Three parties in Miami ch. 7 *ex parte* rehearing attacked proposed findings of Biscayne Tv Corp., winner of original grant, in reply comments filed Friday (Aug. 5) with FCC. East Coast Tv Corp. said Biscayne findings (BROADCASTING, Aug. 1) "are notable for adverse implications and innuendoes nicely contrived through the use of prejudicial adverbs, the use of alleged facts not of record and the juxtaposition of inapposite evidence."

South Florida Tv Corp. said Biscayne submission is "so grossly inaccurate as to call for correction . . .," using examples of pure conclusion, speculation and conjecture. Sunbeam, only applicant found "pure" of improper pressures in FCC general counsel's proposed findings (BROADCASTING, July 25), charged ". . . record references of Biscayne do not support contrary, self-serving characterizations such as those that Biscayne's *ex parte* activities were 'customary' or 'casual'. . . ."

East Coast, and to lesser degree South Florida, also hit findings of FCC general counsel as being unsupported in official record. East Coast said commission filing "represents the most extreme possible example of disregard . . ." for established rules, did not give evidentiary facts for conclusions and omitted specific record citations.

Biscayne, which operates ch. 7 WCKT (TV) Miami, and general counsel did not file replies. Special rehearing was held last June in Philadelphia before Hearing Examiner Horace Stern (BROADCASTING, June 20). His initial decision is expected within next few weeks. Rehearing was ordered following testimony of improper contacts with commissioners before House Legislative Oversight Subcommittee.

Goodies galore

Program balance works both ways—at least that's attitude taken by one major tv station in situation that came to light last week. It reportedly refused to clear for NBC-TV's color production "Don Giovanni" last April 10 on grounds that, in effect, network's schedule that day was so loaded with quality programming that 2½ hours of opera on top of everything else would be too much. NBC had offered, among other things, half-hour *Time: Present* with Chet Huntley; hour of *Championship Golf; Meet the Press*; 90-minute "Cradle Song" on *Hallmark Hall of Fame* and hour-long Andrew Carnegie biography on *Our American Heritage*. To even things up, awed broadcaster reportedly substituted syndicated films for "Don Giovanni."

Timex hears bids for $3 million budget

Television advertiser The United States Time Corp. (Timex watches), N.Y., had not yet selected agency Friday (Aug. 5) to handle its total estimated budget of $3 million. Timex situation as read over weekend: Advertiser had listened to solicitations, with Doyle Dane Bernbach said to be front runner. Agency said Friday it had not received notification from Timex, while Timex officials refused comment.

Doner & Peck, N.Y., has been servicing Timex which has been heavy in tv specials (including such name talent as Jerry Lewis, Frank Sinatra and Louis Jourdan) and has slated two specials for fall on CBS-TV which will star Red Skelton. Timex in late April moved in with rare half-million-dollar spot television purchase to tie in with network efforts. (That campaign covers two-week periods this month and last June.)

CBS radio affiliates plan to be reviewed

Three-point plan advanced by CBS Radio Affiliates Board's executive committee for changes in network's operational format (CLOSED CIRCUIT, Aug. 1) will be considered by full affiliates board and top network officials today and tomorrow (Aug. 8-9) at Ponte Vedra Beach, Fla. Plan would (1) inaugurate 10-minute newscasts on hour, with approximately first half of each to be sold by network, rest by affiliates; (2) addition of five-minute newscasts on half-hour, to be sold by network; (3) abandonment of daytime serials.

CBS Radio may or may not submit alternative proposals. Whatever is agreed upon by board and network will then be submitted to all affiliates for discussion and vote at their annual convention Sept. 28-29. As chairman of both affiliates board and its executive committee, John S. Hayes of *Washington Post* stations will head station group at Ponte Vedra; network will be represented by Arthur Hull

AT DEADLINE CONTINUED

Hayes, president; James M. Seward, executive vice president, and William A. Schudt Jr., station relations vice president.

Hoeck named aide

Appointment of Gerald A. Hoeck, vice president-tv director of Miller, McKay, Hoeck, & Hartung Inc., Seattle agency, as special communications consultant to Democratic National Committee for presidential campaign has been disclosed by Sen. Henry Jackson (D-Wash.), committee chairman. Mr. Hoeck, who handles Bardahl International account (lubricant additives) is close personal friend of Sen. Jackson and advised him in campaign for Senate. He assumes duties in Washington headquarters this week.

Sanders Adv. Agency in Dallas merger

Consolidation of Clarke, Dunagan & Huffhines agency, Dallas, into Sanders Adv. Agency there announced by J.M. Sanders, president. CD&H President C. C. Huffhines becomes vice president in charge of Sanders plans board. CD&H force moves to Sanders Bldg., 5531 Yale Blvd. Agency staff will include 35 people servicing 35 local, regional and national accounts.

Other officers: John W. Pauling, executive vice president; Elizabeth Beene, secretary-treasurer; Ott Horn, vice president; Robert McGuirk and Hal Abernathy, account executives; Jim Ogilvie, creative director; Ben January, media director; Fred Linn, art director; Tom Odum, production manager; Betty McCoy, marketing and research director.

MBS invites nominees

Mutual officially invited major-party presidential nominees Friday to appear together on its facilities during forthcoming political campaign. In invitations to Vice President Richard M. Nixon and Sen. John F. Kennedy, Stephen J. McCormick, MBS news and Washington operations vice president, recommended "face-to-face forum or discussion format" but said offer was not limited to this style of presentation.

Kobak recuperating

Edgar Kobak, veteran advertising consultant and former president of Mutual, was at Roosevelt Hospital, New York, last week for treatment of ulcer. At weekend, it was reported under control and he was resting comfortably.

SEG contract

Screen Extras Guild Friday agreed to four-year contract with Alliance of Television Film Producers and Assn. of Motion Picture Producers, covering theatrical films, tv films and film commercials. Contract calls for increase at minimum scale of 10% for two years, retroactive to June 1, 1960, and additional 5% for last two years of contract.

Employers will contribute $50,000 for establishment of health and welfare fund and will support it on plan equivalent to that of Screen Actors Guild. Extras also will receive increase of $1.20 per day or 15 cents per hour from April 2, 1959, when the previous contract went into effect, to Oct. 1, 1959.

■ Business briefly

Testing twenties ■ Radio stalwart Cities Service Co. will try more tv (it has some news shows) next month when it starts 13-week tests in five midwest markets. Schedules call for dozen 20-second spots weekly. Agency: Ellington & Co., N.Y.

WEEK'S HEADLINERS

MR. BARBOUR

Oliver Barbour, vp in charge of tv programming at Benton & Bowles, has resigned from agency effective in fall after start of new tv season. Mr. Barbour joined Benton & Bowles as producer-director 13 years ago, became director of radio programming in 1953, and subsequently director of tv-radio programming and was elected vp. Year ago when Thomas J. McDermott, senior vp in charge of tv-radio, resigned to join Four Star Films, Mr. Barbour moved up to take charge of tv programming.

Norman Boggs, vp of RKO General and vp-general manager of KHJ Los Angeles, resigns to become president, part-owner and general manager of Buckley-Jaeger Broadcasting Corp. of California, which has just received approval of its purchase of KGIL San Fernando, Calif. (BROADCASTING, July 25). Prior to joining RKO-Don Lee organization in 1951 he was executive at WMCA New York, WLOL Minneapolis and WGN Chicago.

George H. Fuchs, NBC's director of labor relations since March 1958, elected vp, labor relations. Before becoming director he was successively manager and administrator of labor relations. Mr. Fuchs transferred to NBC in 1955 from RCA where he had been personnel manager for RCA Victor Div. in Cannonsburg, Pa., and earlier employment-records and wage-salary administration manager. He joined RCA in 1949.

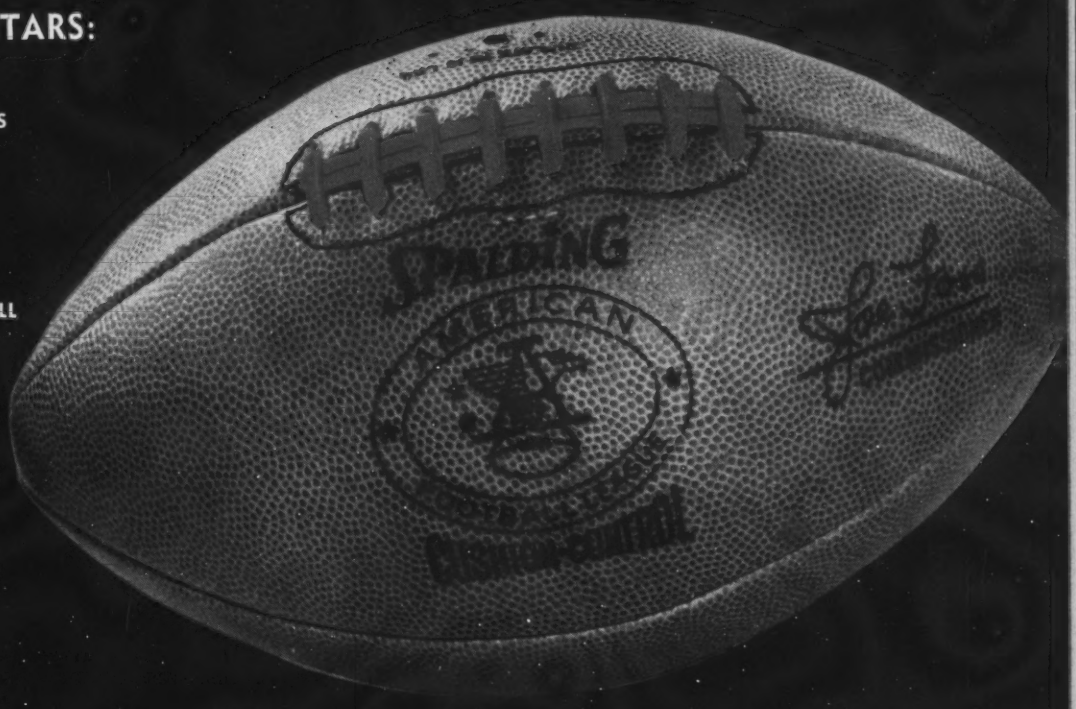
MR. ELLIOT

Arthur C. Elliot, eastern sales manager of CBS Tv Spot Sales, will join Harrington, Righter & Parsons, tv rep firm, effective Aug. 15, also as eastern sales manager. Mr. Elliot, formerly with DuMont Television Network, moved to CBS Tv Spot Sales, New York, in 1952. In June 1956 he transferred to Chicago as midwestern sales manager and in 1958 returned to New York as eastern sales manager. His move to HR&P is construed as marking end of plan under which new rep firm would have been set up under his direction with certain CBS-TV affiliates, currently represented by CBS Tv Spot Sales, as clients (CLOSED CIRCUIT, July 25). This plan stemmed from FCC's order that networks discontinue representing stations which they do not own—order which CBS, unlike NBC, is not opposing.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

SEE THESE STARS:

BILLY CANNON
CHARLEY FLOWERS
BOB WHITE
RON BURTON
BOB YATES
RICHIE LUCAS
TOMMY O'CONNELL
JIM SWINK
CHRIS BURFORD
MARVIN TERRELL
RON BEAGLE
PAUL LARSON
CHARLIE POWELL
FRANK TRIPUCKA
BOB STRANSKY
TOM DIMITROFF
BLANCHE MARTIN



SEE THESE TEAMS PLAY: Boston Patriots • Houston Oilers • Dallas Texans • New York Titans
Buffalo Bills • Los Angeles Chargers • Denver Bronchos • Oakland Raiders

ALL AMERICAN FOOTBALL

A spectacular 30 minutes of the best in professional football on film from every game played by the

AMERICAN FOOTBALL LEAGUE

AVAILABILITY: Tuesday through Friday, following each week-end schedule
September 6 through the New Year's Day Championship

18 Thrill-Packed Weeks

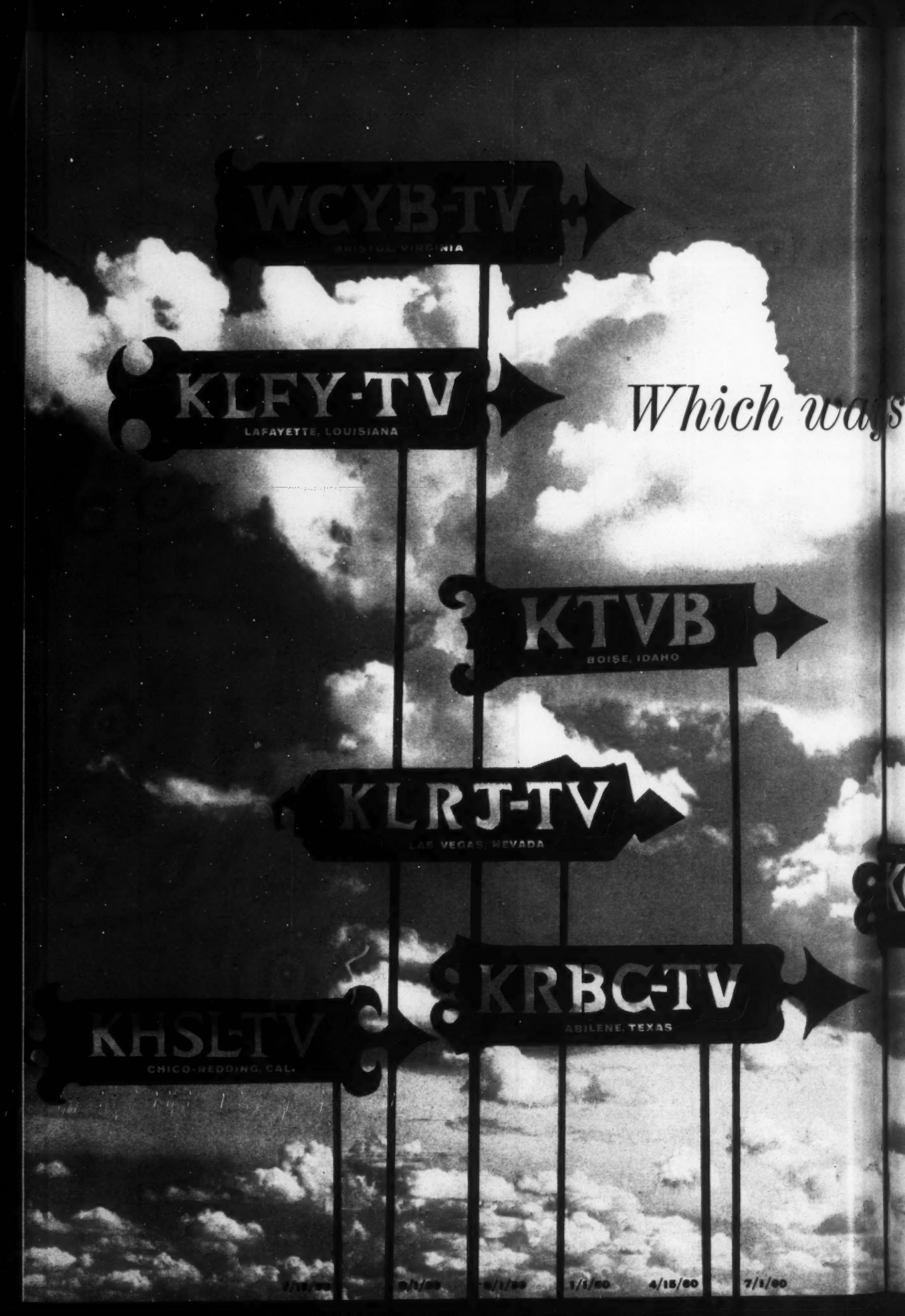
Produced by: TV News Service, 1416 Commerce Street, Dallas 1, Texas

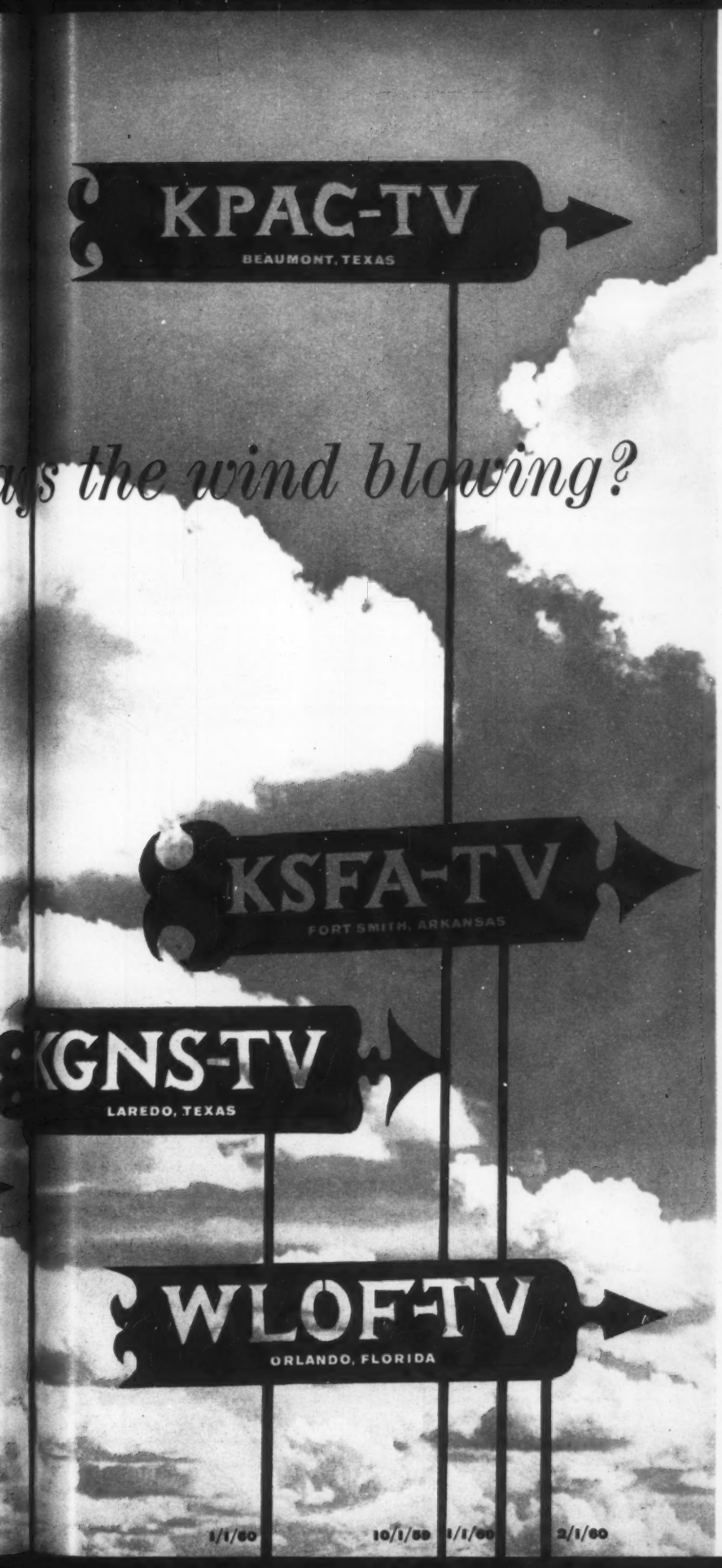
WIRE . . . PHONE . . . WRITE

S&W Productions
211 North Ervay Building
Suite 1121
Dallas 1, Texas
Ed Simmel
Phone: RI 7-0552

Midwestern and Eastern
Markets represented by:

TV Marketeers, Inc.
550 Fifth Avenue,
Suite 619
New York 36, New York
Wynn Nathan, President
Phone: JU 6-5363


WCYB-TV
BRISTOL, VIRGINIA
KLFY-TV
LAFAYETTE, LOUISIANA
Which ways
KTVB
BOISE, IDAHO
KLRJ-TV
LAS VEGAS, NEVADA
KRBC-TV
ABILENE, TEXAS
KHSL-TV
CHICO-REDDING, CAL.
7/1/60



The prevailing trade winds today all point steadily in one direction: to Headley-Reed.

Ten leading television operators, from coast-to-coast, have joined us in the past year.

If you, too, are seeking the best climate for growth, keep a weather-eye on:

Headley-Reed Co.

TV & RADIO REPRESENTATIVES

NEW YORK · PHILADELPHIA · CHICAGO
LOS ANGELES · SAN FRANCISCO
ATLANTA · ST. LOUIS · DALLAS

Super market bargain! KBIG's "FRESH AIR" programming produces a high-income, receptive audience in Metropolitan Los Angeles at this fabulously low cost... plus San Diego, San Bernardino, Santa Barbara and 225 other Southern California markets absolutely free! Instant proof available.*

**Cumulative Pulse, Feb. 1960*

Radio Catalina 740 kc/10,000 watts

John Poole Broadcasting Co., Inc.
6540 Sunset Blvd., Los Angeles 28, HOllywood 3-3205

KBIG

National Representative: Weed Radio Corp.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga.

Aug. 11—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Dean Johnson of O'Melveny & Myers, Los Angeles law firm, will report on the successful fight to exempt broadcasters from the city gross receipts tax.

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock. Rep. Oren Harris (D-Ark.) will speak.

***Aug. 14-20**—Broadcast Responsibility Seminar. Among participants will be Louis Hausman, director of Television Information Office; A. Louis Read, vice president and general manager of WDSU-AM-FM-TV New Orleans, and Richard Salant, CBS vice president. Syracuse U., Syracuse, N.Y.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles. Rear Admiral Joseph A. Jaap, director of development programs, Office of the Chief of Naval Operations, will speak at all-industry luncheon Aug. 26 at Statler-Hilton Hotel.

***Aug. 24**—Northeast Radio Network annual affiliates meeting. Statler Club, Cornell U. campus, Ithaca, N.Y.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

Aug. 29—NAB Radio Code Review Board, NAB headquarters, Washington, D.C.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C. President Eisenhower will address opening session, 2 p.m. Aug. 29 at Sheraton-Park Hotel.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course

"DRUMMERS"* SESAC'S production aids, themes, and sales starters are hard-hitting, versatile, sales building sounds. "DRUMMERS"* include station promotions, commercials, weather, time, themes, news and sports.

HERE IS WHAT STATIONS SAY ABOUT SESAC's "DRUMMERS"*

"We have..."DRUMMERS"*...they are superb!"

The big band sound, the fine vocal group, and the excellent arrangements give our station a new sound . . ."
WORM, Savannah, Tennessee

There are many jingles in circulation today.

In fact, it has reached the point of saturation in some cases, becoming an annoyance instead of a boon.

With this in mind, I must admit I was surprised to see a quality organization like SESAC attempt to mass produce a 'jingle for all.'

With a skeptical eye, I auditioned the disc, believing that the only way to obtain quality jingles for our station would be to record them ourselves.

The impression your '"DRUMMERS"*, Themes, and Production Aids' (PA-101/102) left has caused me to write this letter.

The material and performance definitely meets the quality reputation of SESAC."
WREB, Holyoke, Massachusetts

We . . . were so pleased with the new "DRUMMERS"* that I wanted to write and say thanks.

We have used similar material from several different firms, but without doubt this is the best overall production, and by far the best quality we have ever programmed." WJAY, Mullins, South Carolina

only $63.00

for a package containing one "DRUMMERS" album (20 cuts of sales starters, station promotions, weather, news and time signals) plus 10 SESAC RECORDINGS* LP's featuring top artists from major record labels, superbly produced on Hi-Fi albums. To order fill in coupon below and mail to SESAC.*

Gentlemen:

Please enter my order for a SESAC "DRUMMERS"* Package at $63.00 (1 "DRUMMERS"* album and 10 LP's of music).

☐ Check for full amount enclosed (SESAC will pay for shipping and handling)

☐ Bill me within 15 days of shipment. (FOB, New York City)

Check your choice of 10 LP albums:

☐ Melis Magic • Jose Melis
☐ Intermezzo • Alfredo Antonini
☐ Velvet Voices • Anita Kerr Singers
☐ Champagne & Candlelight • Bill Snyder
☐ Moonlight & Starlight • Richard Maltby
☐ Many Sided Maltby • Richard Maltby
☐ Winds on Velvet • Elliot Lawrence
☐ Ellington Moods • Duke Ellington
☐ The Fourth Herd • Woody Herman
☐ Mediterranean Rendezvous • Alfredo Antonini
☐ Big Band Sound • Elliot Lawrence
☐ On a Holiday Cruise • Lloyd London
☐ Music-Moonlight Rendezvous • Bill Snyder
☐ The Amazing Chet Atkins • Atkins-Kerr Singers
☐ In a Whimsical Mood • Nathaniel Shilkret
☐ Enchantment • Marco Rizo
☐ Why Not? • Barbara Carroll Trio
☐ Marching Thru Dixieland • Bourbon St. Barons
☐ School Colors • All American Band
☐ Bradley-Jazz Octet, Vol. 3 • Will Bradley

Date_____

Name_____

Call Letters_____

Title_____

Address_____

City_____

Zone_____ State_____

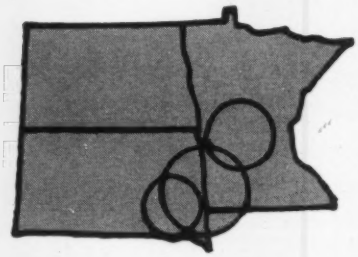
Additional "DRUMMERS" (up to three) available at $35.00 each. Additional LP albums at $2.80 each.*

*Trademarks

SESAC RECORDINGS* THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.

COVER the RICH SIOUX EMPIRE with the SIOUX NETWORK

Command attention . . . command sales . . . in the rich Sioux Empire *Farm Market* . . . where you reach 1,109,000 buyers in more than 220,000 television households —without duplication of Sioux City (Iowa) stations. Buy the General Kommand stations—KSOO-TV, Sioux Falls, S. Dak . . . KORN-TV, Mitchell, S. Dak . . . KCMT Television, Alexandria, Minn.



ONE BUY *Gets You This* RICH *Farm Market!*

The Sioux Empire is the "big income" farm area—way over one billion dollars annually ($1,164,655,600 to be exact) . . . where CSI per household figures out at $4,862. And you can reach this market with *one order* . . . cover the heartland of the Sioux Empire with KSOO-TV . . . the rich southeast portion of the Empire's great corn country with KORN-TV . . . and the lush dairyland with KCMT!

Command the market . . .
Command the audience, with the

SIOUX EMPIRE NETWORK

KSOO-TV,	Sioux Falls, S. Dak.	NBC Channel 13
KCMT,	Alexandria, Minn.	NBC Channel 7
KORN-TV,	Mitchell, S. Dak.	NBC Channel 5

Represented nationally by Avery-Knodel Inc. Minneapolis, Minn., Harry Hyett, FEderal 9-7179

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

(in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

***Sept. 18-21—Assn. Canadienne Radio Television Francaise** annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

***Sept. 26-30—Board of Broadcast Governors** meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

IN BOBSLEDDING

A four man team headed by Captain Fiske

is the

PACESETTER

It covered 5 miles in 3 minutes, 20.5 seconds

WSAI

IS CINCINNATI'S

PACESETTER

RADIO STATION

Northwest Orient Airlines used only WSAI in Cincinnati to promote a Hawaiian tour. Says Donald Kimel, Area Sales Representative for Northwest: "This is the most successful radio tour ever generated from the area. I think it is significant that your station was able to generate over $20,000 worth of business for us with just two one-minute spots a day for two months in the Jack Reynolds show. No other advertising media were used on this tour." In Promotion . . . in Productivity . . . WSAI is The PACESETTER Station in Cincinnati.

Represented Nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS **WSAI** – *Cincinnati;* **WPEN** – *Philadelphia;* **WALT** – *Tampa*

DEMOCRATIC CONVENTION

	JULY 11	JULY 12	JULY 13	JULY 14	JULY 15
NBC	50%	42%	53%	48%	45%
NET. 2	37	41	32	34	39
NET. 3	13	17	15	18	16

more
and
more
and
more people watch the news on

day after day after day...

REPUBLICAN CONVENTION

JULY 25	JULY 26	JULY 27	JULY 28	NINE-DAY AVERAGE
49%	50%	53%	52%	50%
38	36	32	35	35
13	14	15	13	15

n NBC than on any other network

SOURCE: ARBITRON NATIONAL, 3-NETWORK SHARE OF U. S. AUDIENCE, ALL MEASURED TIME PERIODS.

MONDAY MEMO

from **WARNER S. SHELLY,** *president, N.W. Ayer & Son, Philadelphia*

Make rate cards mean what they say

Not many people active in television and radio today have long enough memories to recall that the advertising agency, as originally conceived, owed its primary allegiance to the media, not the advertiser. It bought space at bulk rates and sold it to advertisers at whatever the traffic would bear. The division of functions between the advertiser-oriented agency and the media-oriented representative occurred long before broadcasting was born.

When the present pattern of the advertising agency business was conceived by Francis Wayland Ayer, the American economy was growing perhaps even more rapidly than it is today. New advertisers were cropping up across the country and new media were emerging to meet their needs. The pattern that developed of bringing advertisers and media together through agencies (and later, representatives) worked well in those times and continued to work reasonably well into the age of television.

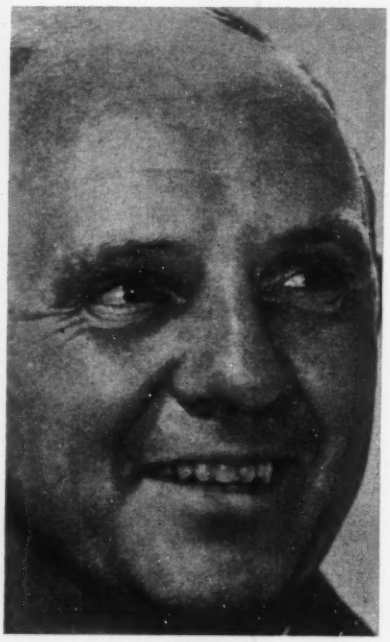
Now, however, these relationships are somewhat clouded by controversy. A casual reader of the advertising and broadcasting trade press in the last few years might even jump to the conclusion that the agencies and the broadcast media are locked in economic combat. This would be an inaccurate conclusion, of course, and I think the conditions which could give rise to it are both unfortunate and unnecessary.

Fundamentals ■ As a first step toward restoring normal relationships among advertisers, agencies, representatives and broadcast media, perhaps we should re-examine some basic principles of the advertising business as we know it today. The modern agency must represent the advertiser. This fact is so important that we place it first in our formal statement of the policies of N. W. Ayer & Son. We work for the advertiser. However, in later sections of our policy statement we also acknowledge our common interests with and dependence on strong, independent advertising media.

In working for the advertiser, our purpose is to render the best possible service in all areas of advertising, and purchase of broadcast time is one of great importance. We are not known, and do not want to be known as a "television" agency, or a "radio" agency, or a "print" agency, or any other specialized kind of agency. We recommend media to each of our clients in whatever combination our research, knowledge and experience indicates is right for that particular advertiser. That broadcast is "right" in a good many cases is proved by the fact that television and radio account for more than 40% of our billings, and we expect this proportion to increase.

When our analysis indicates that television, or radio, or both can do a job for a client, we want to be able to recommend them without having to overcome objections that have nothing to do with actual sales effectiveness of the media, but often stem from rate structures or selling practices which don't make sense to businessmen. Above all, we want to be certain that our clients will obtain not only rates that are fair but the same rates as everybody else in their respective categories.

Summer Rates ■ Therefore, when we raise questions about summer television rates and spot radio rates, as our media department has been doing in recent months, we actually are trying to put the business of television and radio on a firmer foundation. We are suggesting merely that the pricing methods of broadcast media should apply the same economic logic that businessmen are accustomed to following in other transactions. What we seek is a price that can be supported on the basis of reason and fairness for all concerned.



Warner S. Shelly joined Ayer in 1923, worked up through several departments to become vp and manager of client service in New York office in 1938 and president and director in 1951. In average year he travels about 50,000 miles by plane visiting N. W. Ayer's clients.

With regard to spot radio, the ideal way to achieve this, of course, would be through universal adoption of single rate cards. However, since this is not practical at present, we are urging the adoption of standard definitions of national, regional, local and retail rates that would be applicable across the board. It should not be necessary for agencies to send buyers into the field to find out what each station's rate card really means.

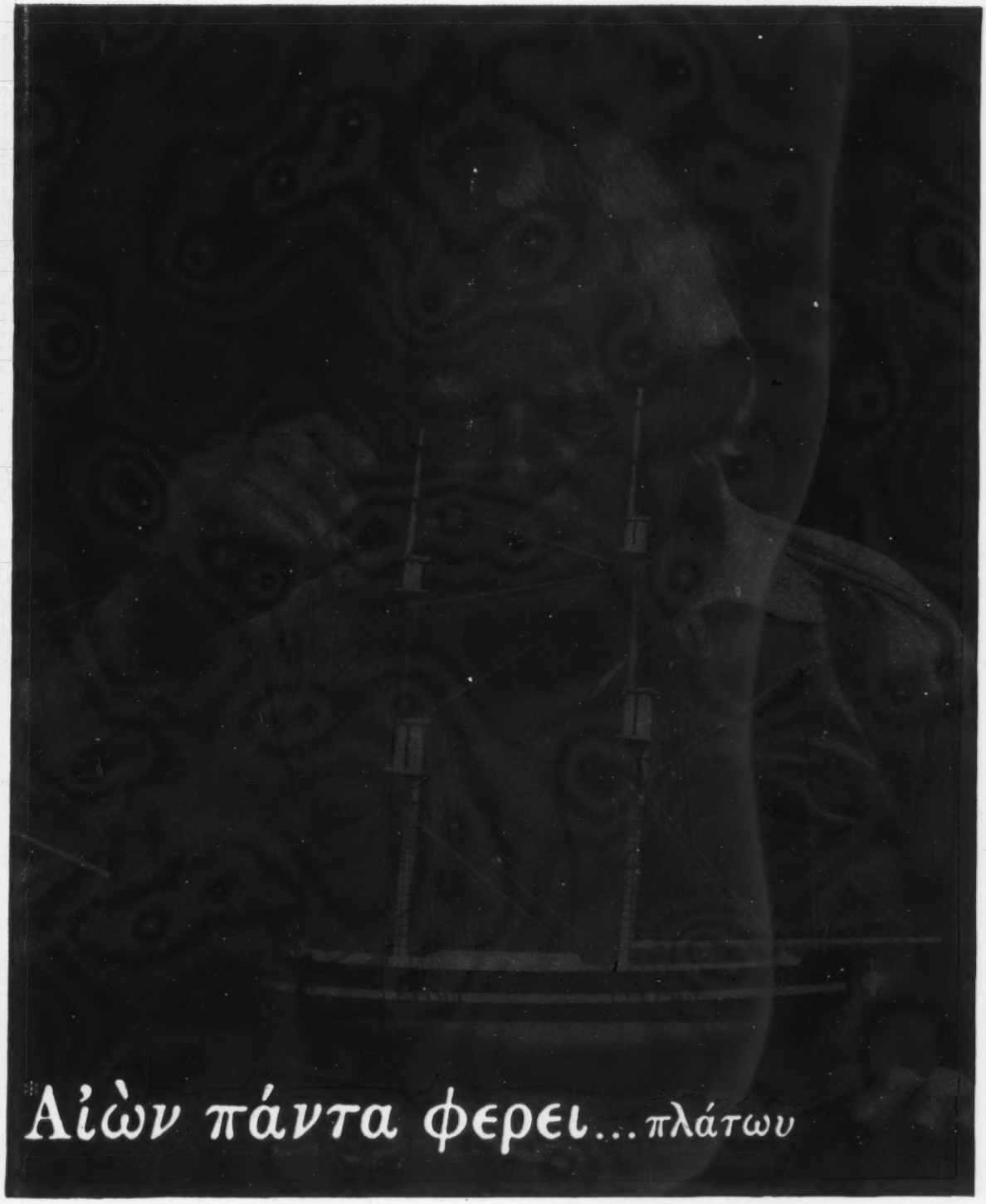
We are convinced that the familiar method of bringing advertisers and media together through agencies and representatives is sound and should be continued. There is economic waste in any other method.

When an agency such as ours raises questions about rates, broadcasters can assume that there is concern about the matter among a considerable number of their ultimate customers. In other industries, when serious questions about pricing come up at any point in the chain of distribution, the suppliers are quick to investigate and take action.

Service Demands ■ To make one final analogy with conventional industries, it usually is true that the more complicated the product, the more service is required in selling it. The 10 or 20 or 60-second spot is an extremely complicated piece of merchandise, affected as it is by the time of day, adjacencies, the station's programming and the many other variables that make broadcast interesting. This suggests that the services provided by station representatives is vital to the proper functioning of broadcast media.

However, service is the first thing to suffer when profit margins are shaved or when the provider of service finds his existence threatened. In addition to creating conditions that agencies find intolerable, the present chaos in spot radio rates is putting pressure against the representatives that in the long run can lead only to a decline in their ability to serve agencies and advertisers. Neither the representative nor the agency can discuss a buy intelligently when both are aware that off-rate-card deals may be made without their knowledge.

We believe that a rate card should mean precisely what it says, and should have the same meaning for all advertisers of a like nature. Bargaining over rates is as old fashioned as the crystal set.



To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same. *Truth.*

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time and Integrity* can help you accomplish your honest purpose.

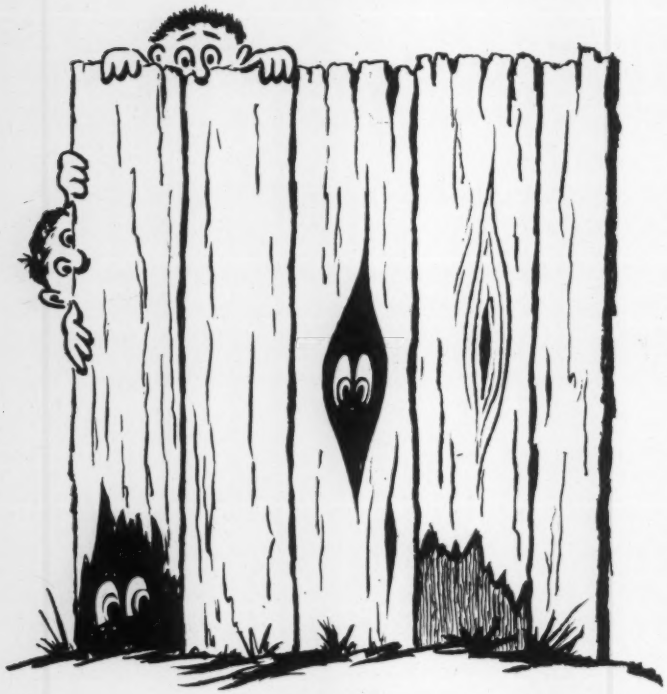
WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090

Nationally represented by Edward Petry & Co., Inc.

*TIME ACCOMPLISHES EVERYTHING . . . *Plato*

Ever Have The Feeling That Someone Is WATCHING You?



WE Have It ALL THE TIME!

And both "Dr.*Nielsen" and "Dr.*ARB" say it's not a psychosis, but a FACT!

We're being watched seven days a week by the MAJORITY of TV viewers in the rich Rochester, New York, area! — By folks who can afford to BUY your product!

*Nielsen Survey, April 10, 1960 Rochester Metropolitan Area.

*ARB Report, March, 1960 Rochester Metropolitan Area.

CHANNEL 10

ROCHESTER, N. Y.

(WVET-TV • WHEC-TV)

EVERETT-Mc KINNEY, INC. • THE BOLLING CO. INC.

OPEN MIKE®

Case for program freedom

EDITOR: Your Little Rock editorial [page 112, Aug. 1] is great—should be must reading for every broadcaster and congressman and convention politicians who talk about our freedoms.—*Frank Stanton, President, CBS Inc., New York.*

Triple-decker

EDITOR: One good editorial per week is a fine record and you achieve it pretty generally. I can't help but pay you extra compliments for three in one week. I have reference to your page 106 of the July 18 issue—very good indeed.—*Payson Hall, President, Meredith Broadcasting Co., Des Moines, Iowa.*

Dialing for the score

EDITOR: In the August 1 edition of BROADCASTING (page 96), I notice you make mention of a "Dial-A-News" operation at WERE Cleveland.

Perhaps you have not heard of KQV's "Dial-A-Score." We have had this similar service to Pittsburghers in operation for more than nine months.

We have 40 incoming lines, operating 24 hours a day, 7 days a week. Each hour, sports information and scores are updated by our news staff and sports department so that "Dial-A-Score" is a constant source to Pittsburghers for the latest sports news. When the Pittsburgh Pirates are playing, inning by inning scores are available on "Dial-A-Score."

The KQV "Dial-A-Score" is sponsored by the Duquesne Brewing Co. At the conclusion of the scores and information, a short message is delivered for the brewery.

During the month of July, over 261,000 calls were registered to 'Dial-A-Score." After checking with Pennsylvania Bell Telephone Company, we found that this is more than half of the unit installations in the Pittsburgh dialing area.—*Dick Drury, Program Director, KQV Pittsburgh.*

WBC did it alone

EDITOR: REGARDING "OPEN MIKE" AUG. 1 AND TO SET THE RECORD STRAIGHT

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

Richardson Dilworth, Mayor of Philadelphia (center) and a group of distinguished citizens comprised the Board of Judges.

A general view of the audience at the WPEN "Teenage Salute Award Dinner"

As Part of Our Continuing Efforts in Community Service

WPEN awards four college scholarships

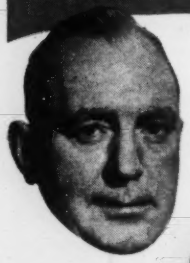
WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility —and it is also good business. In Public Service . . . In Sales . . . And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

WPEN
PHILADELPHIA

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN—*Philadelphia;* **WSAI**—*Cincinnati;* **WALT**—*Tampa*

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

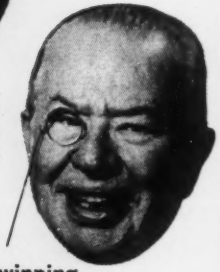
"BEST OF THE POST"



Pat O'Brien
. . . hard-hitting action

June Lockhart
. . . tender romance

Everett Sloane
. . . Western adventure



Charles Coburn
. . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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FOR OUR GOOD FRIENDS WESTINGHOUSE BROADCASTING CO., THEIR COVERAGE OF DEMOCRATIC CONVENTION WAS ENTIRELY INDEPENDENT OF KMPC. . . .— BOB FORWARD, VICE PRESIDENT IN CHARGE OF PROGRAMS, KMPC LOS ANGELES.

[Mr. Forward refers to a telegram to the EDITOR from John Dickson of KMPC. The telegram said, in part: "The entire Westinghouse Broadcasting operation . . . was backboned by the KMPC staff."—THE EDITORS.]

PLAYBACK®

QUOTE WORTH REPEATING

Something to remember

In an editorial titled "On behalf of tv," the Detroit Free Press *called attention to the financial loss of the tv networks because of their political convention coverage:*

It has been estimated that the television networks will lose about $1 million on their 1960 political convention coverage. The cost of the setup is enormous and the word is that sponsors proved insufficiently anxious to buy time. Of course the million-dollar loss is spread among all the nets that have their cameras at Los Angeles and Chicago. Nevertheless, even a share of it wouldn't be hay. This is something to remember the next time somebody chews too hard at tv for not putting enough effort into public service.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 8 (10-11 p.m.) Esther Williams at Cypress Gardens, Brewers Foundation through J. Walter Thompson.

Aug. 8-12, 15-17 (11-11:30 a.m.) Price Is Right, participating sponsors.

Aug. 8-12, 15-17 (12:30-1 p.m.) It Could Be You, participating sponsors.

Aug. 9, 16 (9:30-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Aug. 10 (10-11 p.m.) Moment of Fear, Lever through Sullivan, Stauffer, Colwell & Bayles.

Aug. 10, 17 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Aug. 12 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

Aug. 13 (10-10:30 a.m.) Howdy Doody Show, Continental Baking, Nabisco through Ted Bates.

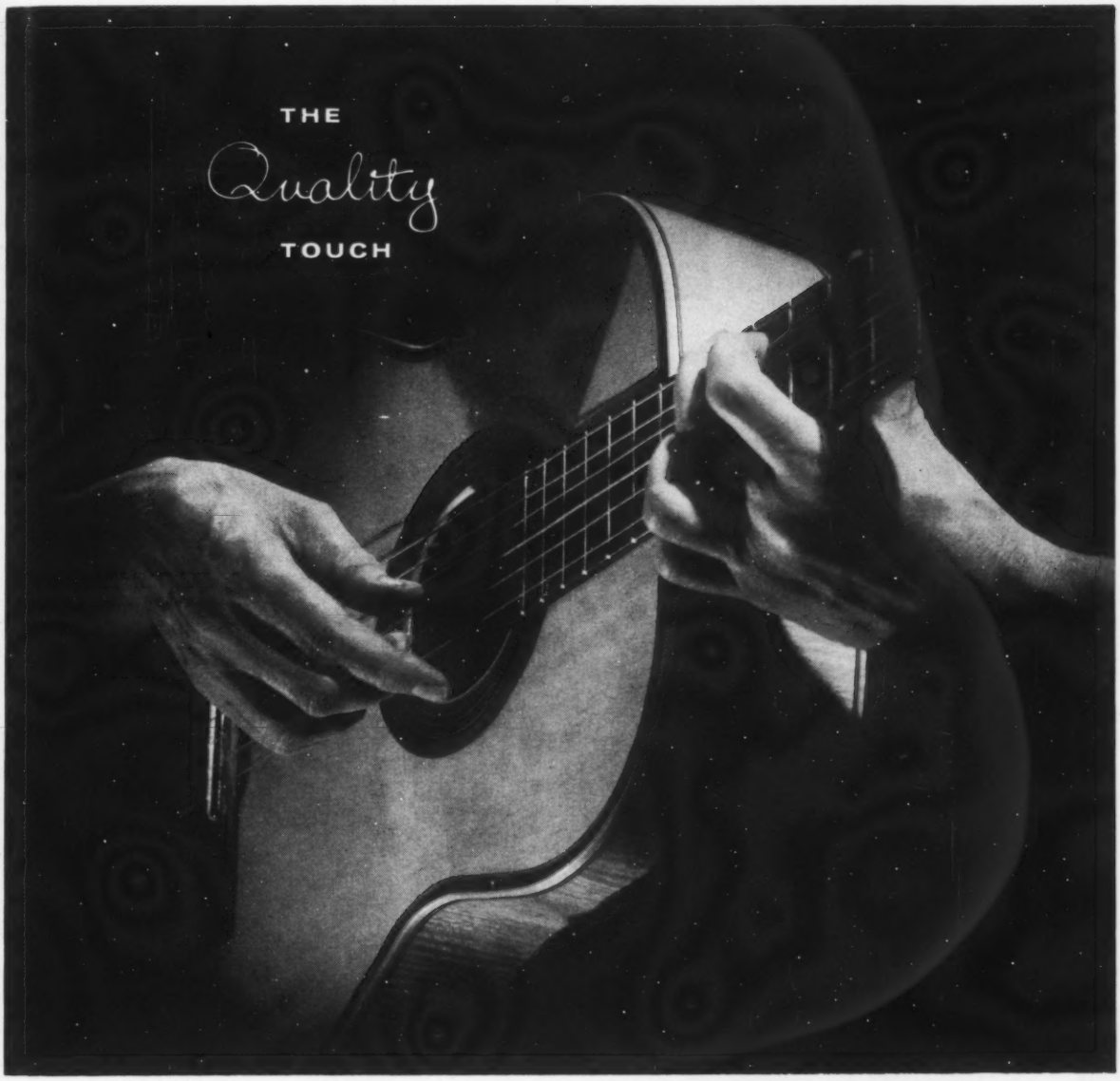
Aug. 13 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles.

Aug. 13 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.

Aug. 14 (8-9 p.m.) Music on Ice, sustaining.

Aug. 14 (9-10 p.m.) The Chevy Mystery Show, Chevrolet through Campbell-Ewald.

Aug. 15 (10-11 p.m. What Makes Sammy Run? Purex through Edward H. Weiss.



The expressive flamenco...one of the more difficult and beautiful of stringed instruments! For certain, it takes a "quality touch" to capture the full range and challenging aspects of this vivid instrument. To capture the admiration and attention of the television audience also demands a "quality touch"!

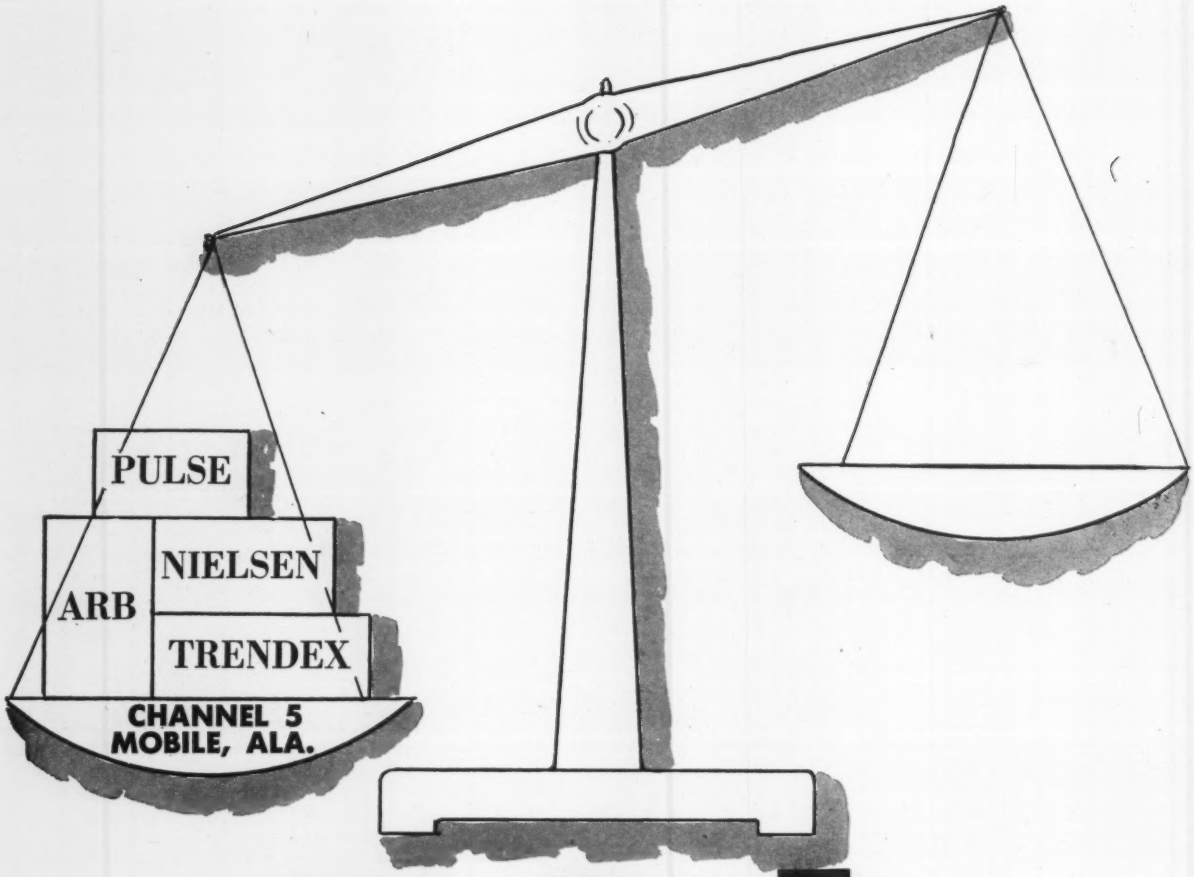
Represented by
Edward Petry & Co. Inc.
The Original Station Representative

WFAA
TELEVISION
abc ■ channel 8 ■ dallas
Serving the greater DALLAS-FORT WORTH market
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

On The Gulf Coast

THE BIG ONE

Takes the *Measure*



WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 8, 1960

Vol. 59 No. 6

STATION SALES AT ALL-TIME HIGH

■ Trading of tv-radio properties for seven months tops $150 million

■ Total of 406 stations are involved in transfers so far this year

Trading in radio and tv station properties has 1960 sizzling to the tune of over $150 million—and the year is only seven months old.

As of the end of July, the total dollar volume involved in the buying and selling of radio and tv properties is more than one-fifth higher than for the whole of 1959.

The total amount of money changing hands in radio and tv station sales from January through July of this year reached $151,016,156.

This is $27.6 million higher than 1959's $123.4 million for all sales that year which were approved by the FCC. It is even higher by $23.5 million than the peak $127.5 million in 1958.

An extensive survey of all broadcast station sales this year—announced, filed for FCC approval and approved by the FCC—through the end of July shows:

■ The trading in radio-only stations already has reached $54.3 million. This is $11.2 million less than 1959's peak $65.5 million for the whole year.

■ The sale of combination radio and tv station properties has reached $73.8 million—$8.6 million more than the peak $65.2 million in 1956.

■ Transactions involving the sale of television-only stations have reached $22.8 million. This is $5.6 million less than the $28.5 million which changed hands in peak 1957.

So far this year there have been 406 broadcast properties changing hands—36 of which involved only minority interests.

Control changed hands in 336 radio-only stations and minority interests in 33 instances of radio-only properties. There were 13 transactions involving controlling interests of combination radio-tv stations and no minority interests. There were 21 tv-only transfers plus three involving minority holdings.

These figures include all station transactions beginning with Jan. 1 and including all FCC broker and sales activity through the end of July.

The comparative figures are from BROADCASTING's "Perspective 1960" issue of Feb. 15.

Two Sales Fatten Totals ■ Two major station sales contributed to the financial ballooning of station transfers for the first seven months of this year.

The first, and most impressive, is the NBC-RKO General agreement to swap stations—the network's Philadelphia radio-tv outlets for RKO General's Boston radio-tv stations. This transaction is estimated at a total of $42 million—$22 million for WRCV-AM-TV Philadelphia and $20 million for WNAC-AM-FM-TV Boston. These valuations are considered by knowledgeable sources as the best estimate of the worth of the stations involved.

The second major transfer is the $10 million sale of J. Elroy McCaw's WINS New York to Storer Broadcasting Co. (BROADCASTING, August 1). This is the largest amount ever paid for a single radio station. Storer at this time holds an option for the purchase of the 50 kw New York outlet.

Contributing to what bids fair to be the banner year in broadcast property buying and selling are a number of other multi-million dollar transactions:

Item: WRC-AM-FM-TV Washing-

THE RISING VOLUME OF STATION TRADING

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	$ 73,079,366	$ 27,333,104	$ 22,351,602	$ 23,394,660
1956	$115,605,828	$ 32,563,378	$ 65,212,055	$ 17,830,395
1957	$124,187,560	$ 48,207,470	$ 47,490,884	$ 28,489,206
1958	$127,537,026	$ 49,868,123	$ 60,872,618	$ 16,796,285
1959	$123,496,581	$ 65,544,653	$ 42,724,727	$ 15,227,201
1960*	$151,016,156	$ 54,369,814	$ 73,816,000	$ 22,830,442

* *January through July*

ton, D.C., sale pending FCC approval to RKO General for $11.5 million.

Item: WDAF-AM-TV Kansas City, Mo., sold to Transcontinent Television Corp. for $9.7 million.

Item: KTVU (TV) San Francisco, Calif., transfer pending FCC approval to NBC for $7.5 million.

Item: KFJZ-TV Fort Worth, Tex., sold to Nafi Corp. for an aggregate of $4 million.

Item: KSLA-TV Shreveport, La., sold to *Shreveport Journal* and others for $3.4 million.

Item: WCHS-AM-TV Charleston, W.Va., sale announced to Rollins Broadcasting Co. for $3 million.

Item: WMBD-AM-FM-TV Peoria, Ill., sold to Midwest Television Inc. for $2 million.

Item: KFEQ-AM-TV St. Joseph and KLIK Jefferson City, Mo., both announced as having been sold to Connie B. Gay for $1.85 million.

Among other transactions in the $1 million area are the sale of Midnight Sun Broadcasting Co. to All-Alaska Broadcasters for $1.2 million; the sale of KTVE (TV) El Dorado, Ark. (Monroe, La.) to Washington, D.C., businessman William H. Simons for $1.1 million; the pending WGMS-AM-FM Washington, D.C., sale to Crowell-Collier for $1.5 million.

EN ROUTE TO A RECORD YEAR

With five months yet to go in 1960, the number of stations involved in ownership transfers nears recent annual volumes.

	Radio Only		Combined Radio-Tv		Tv Only	
	Control	Minority	Control	Minority	Control	Minority
1954	187	66	18	6	27	10
1955	242	106	11	2	29	3
1956	316	111	24	8	21	8
1957	357	62	28	2	38	5
1958	407	82	17	4	23	8
1959	436	29	15	2	21	4
1960*	336	33	13	0	21	3

* *January through July*

BROADCAST ADVERTISING

P&G'S 'NO CAVITIES' ENDORSEMENT

ADA approval of Crest creates problem of how to utilize it

Procter & Gamble last week had a problem many advertisers would like to have: how to gainfully utilize an endorsement by the American Dental Assn. of its Crest toothpaste.

The Dental Association in a very unusual action officially recognized Crest as a decay-preventer through its contents (a form of stannous fluoride). The ADA announcement (published in its journal) included reports of clinical tests comparing one group that used the dentifrice with another that did not. ADA's verdict was that Crest "can be shown to be an effective anti-caries (decay-preventive) dentifrice. . ." But ADA also asserted that the effectiveness goes hand in hand with oral hygiene, that it was not a cure-all nor was it a substitute for fluoridation of community water supplies.

P&G, as part of the ADA public endorsement, agreed to limit its advertising claims to those supported by "adequate research." ADA also indicated that the product could be advertised as "an effective anti-caries" dentifrice, as part of an overall dental care program. P&G indicated it would conform. This was the first such endorsement in over 30 years of surveys.

The top tv advertiser, P&G put out a blanket order to its officials and to its agency, Benton & Bowles, to button up on future Crest advertising plans. The obvious reason was that P&G feared countermeasures from its competitors.

No Change ■ Despite the general expectation that P&G would institute an advertising campaign soon to exploit the ADA endorsement to the hilt (a $20 million campaign was rumored), There was little evidence to support a wholesale change of tv commercials.

It has been learned that P&G so far has given B&B a green light to put through a "few minor changes" in Crest commercials. Still retained would be the "look Ma, no cavities" theme (see photo), with copy modified to conform closely to the understanding P&G has with the dental group.

It was the ADA's action that caused excitement at Cincinnati, on New York's Fifth Ave. (where Benton & Bowles is headquartered) and on Wall St. where a sudden spiral in P&G stocks startled market experts because it was so out of character. P&G stock price deviation and trading activity usually are conservative. P&G stock on the New York Exchange went up eight points Monday (Aug. 1), the day of the ADA disclosure, and by Wednesday (Aug. 3) had lost but three-quarters of a point at closing.

On television, Crest had been test marketed before 1955, its introduction date. The television medium has been used since and according to a B&B source, "it is a brand that is almost exclusively in television now and mostly network."

Television Bureau of Advertising released a set of figures showing the leading dentifrices' gross time billings. Crest last year was No. 3 in network tv billing ($3,342,114), behind Colgate and Gleem (also P&G products); but below nearly all the top brands in spot

Here's a Tiger for Sales in Baton Rouge...

WAFB TV Roars Anew from Channel 9

Channel 28, the U.H.F., that won awards in 25 of 26 merchandising competitions—

NOW IS UNLEASHED ON V.H.F.

TO SELL YOUR PRODUCTS TO MORE PEOPLE!

The basic BEST of CBS... plus the PICK of ABC, top film shows and top local shows. Add merchandising that has won WAFB-TV national recognition many times... merchandising that follows through 'til **you've** won the market. THESE ARE THE REASONS YOU'LL WANT TO MAKE WAFB-TV the **hinge** on which you'll swing your marketing in this billion dollar-PLUS market.

Now serving an area that includes 268,400 TV homes in Louisiana and Mississippi. Now reaching far out from its rich Baton Rouge hub to carry your sales story throughout this vital Central-Gulf-Coast area.*

WAFB TV CHANNEL 9 BATON ROUGE LOUISIANA

CBS abc

goes farther – sells more – in one of the nation's fastest growing markets

Get Full Information from... **BLAIR** *Television* **ASSOCIATES** INC.

* Based on field intensity calculations within the 100 microvolts per meter contour at 257 kw video—Page, Creutz, Steel, & Waldschmitt, Consulting Engineers, July, 1959.

CREST'S TV THEME
"Look, mom—no cavities!"

tv. In the first five months of this year, Crest had spent $1.6 million in network tv, only $300,000 less than Gleem but some $800,000 behind Colgate. In total tv spending, Crest still comes behind Colgate and Gleem and is slightly ahead of competitors. Ipana, Stripe and Pepsodent.

Network shows in which Crest now participates include *Cheyenne, Rebel, The Detectives,* all on ABC-TV, and *Video Village* on CBS-TV. It placed but $139,680 for national spot (gross) in all of 1959.

NEW MARKET DATA
21 metro areas are announced by Census

Twenty-one new standard metropolitan statistical areas (SMSA) have been added to the U.S. Census Bureau population figures. The figures compare preliminary 1960 population counts with 1950, breaking the area count into city, outside central city and counties.

A prior list of metropolitan area population counts was issued earlier in the summer (BROADCASTING, June 27). The additional cities were placed on the SMSA list by the Bureau of the Budget when the census showed that a city or twin cities had attained a population of at least 50,000.

The Budget Bureau has announced several changes in definitions of metropolitan areas since announcement of their 1960 population in June. They follow:

Oklahoma City, Okla.—Add Canadian County to Cleveland and Oklahoma Counties.

Tulsa, Okla.—Add Osage County, to Creek and Tulsa Counties.

Wichita Falls, Tex.—Add Archer County, Tex., to Wichita County.

The Budget Bureau is conducting studies to determine definitions of the metropolitan areas of Meriden, Conn.; New London-Groton, Conn., and Norwalk, Conn.

Population figures for the new cities added to the Census Bureau's metropolitan area list last week are as follows:

Area	Population 1960	1950
Abilene, Tex., SMSA total	**119,618**	**85,517**
Abilene city	89,648	45,570
Outside central city	29,970	39,947
Jones County	19,402	22,147
Taylor County	100,216	63,370
Albany, Ga., SMSA total	**74,787**	**43,617**
Albany city	55,136	31,155
Outside central city	19,651	12,462
Dougherty County	74,787	43,617
Billings, Mont., SMSA total	**78,001**	**55,875**
Billings city	52,249	31,834
Outside central city	25,752	24,041
Yellowstone County	78,001	55,875
Brownsville-Harlingen-San Benito, Tex., SMSA total	**149,901**	**125,170**
Brownsville city	47,831	36,066
Harlingen city	40,765	23,229
San Benito city	16,320	13,271
Outside central cities	44,985	52,604
Cameron County	149,901	125,170
Colorado Springs, Colo., SMSA total	**142,643**	**74,523**
Colorado Srings city	69,181	45,472
Outside central city	73,462	29,051
El Paso County	142,643	74,523
Eugene, Ore., SMSA total	**160,742**	**125,776**
Eugene city	50,169	35,879
Outside central city	110,573	89,897
Lane county	160,742	125,776
Fargo-Moorhead, N.D.-Minn., SMSA total	**104,983**	**89,240**
Fargo city	46,491	38,256
Moorhead city	22,808	14,870
Outside central cities	35,684	36,114
Cass County, N.D.	66,278	58,877
Clay County, Minn.	38,705	30,363
Fort Lauderdale-Hollywood, Fla., SMSA total	**329,406**	**83,933**
Fort Lauderdale city	81,806	36,328
Hollywood city	34,570	14,351
Ouside central citis	213,030	33,254
Broward County	329,406	83,933
Great Falls, Mont., SMSA total	**73,203**	**53,027**
Great Falls city	55,246	39,214
Outside central city	17,957	13,813
Cascade County	73,203	53,027
Huntsville, Ala., SMSA total	**116,612**	**72,903**
Huntsville city	71,880	16,437
Outside central city	44,732	56,466
Madison County	116,612	72,903
Lake Charles, La., SMSA total	**142,307**	**89,635**
Lake Charles city	62,395	41,272
Outside central city	79,912	48,363
Calcasieu Parish	142,307	89,635
Las Vegas, Nev., SMSA total	**125,466**	**48,289**
Las Vegas city	63,453	24,624
Outside central city	62,013	23,665
Clark County	125,466	48,289
Lawton, Okla., SMSA total	**89,320**	**55,165**
Lawton city	60,346	34,757
Outside central city	28,974	20,408
Comanche County	89,320	55,165
Midland, Tex., SMSA total	**67,322**	**25,785**
Midland city	62,272	21,713
Outside central city	5,050	4,072
Midland County	67,322	25,785
Monroe, La., SMSA total	**102,889**	**74,713**
Monroe city	51,931	38,572
Outside central city	50,958	36,141
Ouachita Parish	102,889	74,713
Odessa, Tex., SMSA total	**90,298**	**42,102**
Odessa city	79,960	29,495
Outside central city	10,338	12,607
Ector County	90,298	42,102
Provo-Orem, Utah, SMSA total	**106,777**	**81,912**
Provo city	35,956	28,937
Orem city	18,392	8,351
Outside central cities	52,429	44,618
Utah County	106,777	81,912
Reno, Nev., SMSA total	**83,700**	**50,205**
Reno city	50,938	32,497
Outside central city	32,762	17,708
Washoe County	83,700	50,205
Texarkana, Tex.-Ark. SMSA total	**90,938**	**94,580**
Texarkana city, Tex.	30,448	24,753
Texarkana city, Ark.	19,526	15,875
Outside central cities	40,899	53,952
Bowie County, Tex.	39,707	61,966
Miller County, Ark.	31,231	32,614
Tuscaloosa, Ala., SMSA total	**108,613**	**94,092**
Tuscaloosa city	63,125	46,396
Outside central city	45,488	47,696
Tuscaloosa County	108,613	94,092
Tyler, Tex., SMSA total	**85,295**	**74,701**
Tyler city	51,082	38,968
Outside central city	34,213	35,733
Smith County	85,295	74,701

TV NETWORK GROSS TIME BILLINGS

TvB report on June 1960 and first half of 1960, based on LNA-BAR figures

1960 compared to 1959

	JUNE 1959	JUNE 1960	% Change	JANUARY-JUNE 1959	JANUARY-JUNE 1960	% Change
ABC	$ 8,930,114	$11,948,700	+33.8	$61,422,516	$76,950,570	+25.3
CBS	21,171,128	22,004,107	+ 3.9	131,747,547	138,292,384	+ 5.0
NBC	17,984,845	18,959,323	+ 5.4	115,481,151	120,992,398	+ 4.8
TOTAL	$48,086,087	$52,912,130	+10.0	$308,651,214	$336,235,352	+ 8.9

Month by month in 1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May*	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,004,107	18,959,323	52,912,130

* May 1960 figures revised as of 8/1/60

LNA-BAR: Gross Time Costs Only

Breakdown by DAY PARTS of billings

	JUNE 1959	JUNE 1960	% Change	JANUARY-JUNE 1959	JANUARY-JUNE 1960	% Change
Daytime	$15,730,417	$15,844,295	+ 0.7	$102,680,012	$100,340,957	− 2.3
Mon.-Fri	13,808,420	13,644,364	− 1.2	87,605,805	82,841,803	− 5.4
Sat.-Sun.	1,921,997	2,199,931	+14.5	15,074,207	17,499,154	+16.1
Nighttime	32,355,670	37,067,835	+14.6	205,971,202	235,894,395	+14.5
TOTAL	$48,086,087	$52,912,130	+10.0	$308,651,214	$336,235,352	+ 8.9

"goes to the people"

and the people speak for themselves

We asked the people of the Dayton Area what they watched on television ... what they wanted to see ... what they thought of television programming generally ...

They told us in more than 50,000 words!

GOOD ENTERTAINMENT, and at the top of the list Detective/Adventure, Musical/Variety, Westerns ...

FACTUAL NEWS ...

INFORMATIONAL PROGRAMS when timely and unbiased ...

BETTER DAYTIME PROGRAMMING FOR WOMEN ...

IMPROVED PROGRAMMING FOR CHILDREN, with wholesome, family programs in the early evening hours.

No serious criticism of television programming as a whole, but plenty of pithy, constructive comments.

For WHIO-TV, this survey will be a guide to the kind of balanced programming most wanted by viewers in *Ohio's third largest market.*

Ask George P. Hollingbery for details

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina

WHIO-TV
CBS
Channel 7
Dayton
Ohio
SEAL OF GOOD PRACTICE

WHY DUPONT'S BEEFING UP ITS TV

It's learned to use television to build its image and its sales

The record that duPont is compiling in television is being watched closely by the tv industry.

It's an active case of an industrial advertiser that nibbled at tv first, then took larger chunks initially to promote a corporate image and later to add some harder sell.

In dollars, duPont is coming up nicely. It's estimated conservatively that the tv gross time billing ticket for duPont will reach some $7 million this year.

The duPont activity is of special importance to the television business for this reason, too: traditionally the company is heavily print-oriented—television still is relatively new.

A substantial amount of duPont's network expenditure goes for *DuPont Show of the Month* which begins its fourth season on CBS-TV in the fall. The commercials on this program are devoted to the corporate sell and to show the diversity and versatility of the products duPont produces for industry as well as for consumers.

Few viewers ever will walk into a store and ask for some of the chemical compositions advertised on *Show of the Month*. Of this duPont is aware. But duPont thinks the expense of creating a quality show in which duPont can project its image is worth every penny.

A second "basic" duPont network vehicle that's wearing well is the *June Allyson Show*. It appeared under the textile fiber banner for its debut on CBS-TV this past (1959-60) season. The show, renewed for a second season, is used for more direct advertising impact than is attempted on *Show of the Month*, but it's still far from a hard-sell vehicle.

BBDO Is Agency ■ A BBDO executive (his agency handles all of duPont's tv activity) explains the corporation's philosophy about *Show of the Month* this way:

DuPont has conscientiously set out to create a quality showcase for itself —"a big event, a climate for the corporate message that duPont provides 'better things for better living through chemistry.' "

Neither duPont nor its agency interferes with the show itself. "We aren't in show business," the BBDO executive said last week. "The producer [Talent Assoc.] is." What the agency and advertiser want from the producer is the best show they can get so the association of the sponsor with the program will add an element of prestige to the duPont impression.

Unintended Sales ■ In the three-minute commercial it uses in *Show of the Month* duPont rarely tries to sell a product. But sometimes sales unexpectedly result from what BBDO calls a "halo effect" in the advertising.

One commercial told how dry-cleaning was discovered when a chemical was accidentally spilled on a stained garment and described how duPont had developed better cleaning fluids. Dry cleaners were enthusiastic at the description of their industry on television, and at the request of the National Dry Cleaning Assn. duPont intends to run the commercial again.

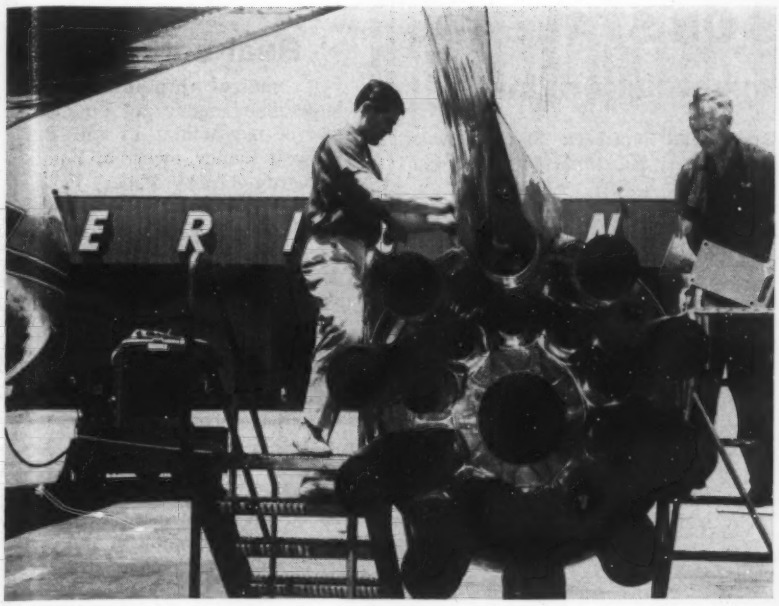
On another commercial duPont told about Zytel, a new plastic that can be fabricated into many different products. The advertiser was astonished to receive a number of letters from manufacturers wanting more information about Zytel.

With *Show of the Month* duPont is after a mass audience of equal distribution between male and female. In the *June Allyson Show* it seeks a female oriented audience.

On the Allyson show duPont is trying to establish Nylon, Orlon and Dacron as "household generic terms," according to the agency. It also is trying to urge manufacturers to use more

DuPont fiber ads ■ On its *June Allyson Show* duPont works for acceptance of its synthetic fibers. Balmain gown from Paris was made of duPont synthetics, was featured in commercial relations high style to Orlon, nylon, Dacron.

DuPont direct sell ■ This is a typical commercial for No. 7 car polish used in minute participations on network programs. The theme of this spot is that No. 7 is so easy to apply a small boy can do it. In this animated version, which is accompanied by a jingle, the boy holds a polish container to be mirrored in the gloss of the car he has just polished. Looking at the reflection, he sees the lettering reversed. This is something new in duPont ads.



DuPont institutional ■ This is typical of commercials used on duPont's *Show of the Month*, where product advertising take second place to institutional messages. The subject here is air safety, and duPont's connection is this: X-ray machines are used in airplane inspections, and duPont makes film used in X-ray gear. In commercials like this duPont seeks chiefly to advance its reputation as the maker of "better things for better living."

of these synthetic fibers. In one series of commercials duPont showed high fashions designed by famous Paris houses and made of duPont synthetics.

The network television advertising of E. I. duPont de Nemours & Co. of Wilmington, Del., doesn't stop with *Show of the Month* and the *June Allyson Show*. This summer duPont is using minute participations in several network shows to advertise car polish. The No. 7 car polish advertising on the networks this summer is something of a departure for duPont divisions—because of the extent of the spread. But in the fall, this buying technique will be retained for advertising on behalf of a new product, Telar, a combination anti-freeze and summer coolant.

The lineup of No. 7 car polish advertising on the networks this summer includes these participations: on ABC-TV—*Untouchables* May through first week of August, *Bourbon Street Beat* June through July, *Bronco* and *Sugarfoot* from mid-May through July, *Alaskans* May through July 1; on NBC-TV —*Bonanza* May 21-Aug. 20.

Next Fall ■ An even more ambitious schedule appears for duPont's fall lineup: another season (seven specials in all) for *Show of the Month* and for the *June Allyson Show* on CBS-TV; and for its anti-freeze product participations in ABC-TV's *Islanders, Naked City, Roaring Twenties* and *Adventures in Paradise*, and in NBC's *Riverboat, The Outlaws* and *Wagon Train*.

There is still room for more duPont tv use. All of duPont's current tv advertising is for accounts handled by BBDO, but there are persistent reports —which duPont labels "premature"— of the household paints line handled by N.W. Ayer considering television, probably network.

Here is the record of duPont television in recent years:

	Total Advertising	Television Billing*	Tv's Percent Total Advertising
1956	$11,600,049	$2,347,170	22.3%
1957	12,739,629	2,374,910	18.6
1958	14,591,006	3,316,316	22.7
1959	15,761,575	5,165,744	32.8

*Television figures are from Television Bureau of Advertising.

The turning point in tv for duPont occured when sponsorship of *Month* was begun in the fall of 1957. Up to that time, the company had advertised on ABC-TV in its weekly *duPont Theatre* program (also called *Cavalcade Theatre* and some spot and sports for Zerex anti-freeze products). DuPont then placed a modest $2.3 million gross per year in tv of which nearly $100,000 was in spot. The gross time cost for *Theatre* came to approximately $30,000 per weekly program. *Show of Month*, a 90-minute telecast once a month, had a time tab of some $165,000 plus the cost.

In the past season *Show of the Month* had a per program gross time cost that hit a low of $178,000 and a high of $192,000.

RAB study: radio can push hardware sales

Radio can point the way to increased sales in the nation's retail hardware stores, according to a new study released to members by Radio Advertising Bureau, New York. Taking a "hard look at hardware," RAB says the major problems at this retailing level are: small average sale ($3.15), increasing competition from other types of outlets, and the need for stocking a wide variety of items.

Hardware stores in smaller markets do better than those in larger markets, the study shows. Citing industry figures, RAB reveals that almost 60% of dealers grossing $50,000 or more annually are in towns of 10,000 and under in population. In cities of 250,000 and up, only 36% of hardware dealers gross more than $24,000 a year. The larger-market lag is explained by higher overhead, more direct competition and poor location.

RAB comes up with some selling hints which include: radio's ability to "create big demand for specific items," which is also a means to building quick turnover and heavy traffic; and radio reach of hardware consumers.

Open time available for network lineup

The remaining "trouble spots" in the network tv fall nighttime schedule have been narrowed considerably since June (BROADCASTING, June 27) but there still is open time available.

CBS-TV's one and one-half hours unsigned at the end of June has been scaled down to two-thirds (or 20 minutes) available in *Person to Person* (Thurs. 10 p.m.). ABC-TV, which had two and three-fourths hours unsold, has whittled down to about an hour weekly. The advertiser signatures at ABC-TV have come chiefly in two shows, *Walt Disney* (Sun. 6:30-7:30) and *Roaring Twenties* (7:30-8:30, Sat.). These shows on an October basis are nearly sold out.

NBC-TV, which has been lagging behind the other two networks, has pruned its nearly nine open hours to about four and one-half available hours per week. Since June, NBC-TV sold about five minutes of *Tall Man* and *Deputy* (both half-hours on Saturday); closed out *Riverboat* (Mon. 7:30-8:30); *Laramie* (Tues. 8:30-9:30); *Groucho Marx* (Thurs. 10-10:30) and *Dan Raven* (Fri. 7:30-8:30), returned the 10:30-11 period on Wednesday to stations, sold a third more of *Bonanza* (Sat. 7:30-8:30) which leaves one-third open, and set time 10-11 period on Tuesday for specials.

FRESH THOUGHTS ON STALE ADS

Workshop wants tv commercial originality

Is the tv commercial doing its job of selling, or is the commercial message adhering too closely to sound and picture stereotypes?

A panel at *Advertising Age* magazine's Third Annual Summer Workshop on creativity in advertising, meeting in Chicago last week agreed that one of the biggest problems in commercial creative work and production is to make the message look and sound different.

Keynoting the session, Hal Stebbins, president of the Los Angeles agency bearing his name, called for more "brave bulls and fewer sacred cows" in the interest of better and more outstanding advertising, contending that "business no longer can afford the luxury of mediocrity." He held that more and more, as advertising becomes "the total force for many products, the creative mechanism becomes the most important mechanism."

Harry W. McMahan, tv advertising consultant, led a panel comprising Bea Adams, vice president and director of special projects, Gardner Adv. Co.; Edgar Kobak, management consultant and station owner; E.H. Lotspeich, associate manager of Procter & Gamble Co.'s advertising production division, and Douglas L. Smith, advertising-merchandising director, S. C. Johnson & Son. They screened over a dozen tv commercials, each related to areas under discussion. These included Northwest Orient Airlines and Dutch Master Cigars (humor in live action): Peel's and Stroh's beer (cartoon and live action): General Electric and Olin Mathieson (institutional); Union Oil and Sleek girdles (art direction); Maxwell House coffee and Duncan Hines cake mixes (selling appetite appeal); Alpine cigarettes and Johnson's Pledge wax (selling new products); Greyhound bus and Schweppes (dramatized messages); and Northern States Powder and Eagle Stick-Pen (the "offbeat" treatment).

Intertwined ■ Hooper White, manager of tv-radio commercial production at Leo Burnett Co., pointed out that the tv writer, agency commercial producer and production company are closely intertwined and that "very few badly written commercials have been saved by production, though some very good ideas have worked successfully even after bad production. The most successful commercial is usually the well-geared work of all three." He noted that the industry has "fallen into many sound and picture stereotypes."

Length of tv commercials also was explored by Arthur L. Zapel, tv group head, J. Walter Thompson Co., Chicago. He posed the proposition that "what a commercial says rather than what it is, should determine its length, and what the commercial is rather than what it says should determine its style."

Planning and production of a video tape commercial idea, from storyboard to show time, was traced by John B. Lanigan, Videotape Productions, N.Y. He discussed the "believability of television advertising," citing research done by the Proprietary Assn. on the "fast diminishing faith of the public in television commercials." He noted that research indicated people are becoming "immune" to some common devices for attracting attention and that live commercials are "more effective" than animated spots.

Music and the lyrical approach to tv-radio creation were scheduled for exploration at Thursday evening and Friday morning sessions by Mitch Miller, Columbia Records Inc.; Kenneth C. T. Snyder, vice president and tv-radio creative director, Needham, Louis & Brorby Inc., and Jack Fascinato, Musician-Composer.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 28-Aug. 3 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
*Thur., July 28	I Love Lucy (11 a.m.)	CBS-TV	9.8
**Thur., July 28	Republican National Convention		24.5
Fri., July 29	77 Sunset Strip (9 p.m.)	ABC-TV	15.7
Sat., July 30	Gunsmoke (10 p.m.)	CBS-TV	21.7
Sun., July 31	What's My Line (10:30 p.m.)	CBS-TV	23.1
Mon., Aug. 1	June Allyson (10:30 p.m.)	CBS-TV	16.9
Tue., Aug. 2	Diagnosis Unknown (10 p.m.)	CBS-TV	14.0
Wed., Aug. 3	Circle Theater (10 p.m.)	CBS-TV	15.1

* Highest rating during the day for all shows other than the Republican National Convention.
** An average of total audience of all three networks during the Republican National Convention from 8 p.m. until 11 p.m.

Copyright 1960 American Research Bureau

Real soft sell

It's unusual when an advertiser buys time merely to announce that he has nothing to sell. But Prescott Eames, owner of Eames Orchards, Grand Valley, Colo., had a schedule on KGLN Glenwood Springs, Colo., of four announcements daily telling people that this year there would be no crop of cherries from his orchards, due to heavy frost. In the past he had purchased a group of spots when the cherries were ready so that local consumers could have first crack at them before they were distributed nationally. Mr. Eames told KGLN's manager, Jerry Fitch, that he hoped this would spare the listeners some disappointment and that they might appreciate it. Mr. Fitch reports that many residents have expressed thanks for Mr. Eames' unusual thoughtfulness.

Spot tv advantages in Petry's primer

Edward Petry & Co., New York, has stepped into the role of teacher to offer instruction in the ABC's of spot tv. The station rep firm's television division last week offered a handbook titled *Selective Pressure on Target*, which serves as a basic guide on the principles and practices of spot tv.

"In spite of a dozen years of record growth, there is probably less understanding of the fundamentals of spot tv than of any other major sales force. This goes for both inside and outside the advertising business," states Martin L. Nierman, executive vice president of Petry.

The Petry primer cites essential differences between network and spot tv, and stresses flexibility of market-by-market approach by demonstrating the choices afforded in station, market and time selection. In essence, the handbook sets out to show how and why spot tv in little more than a decade has become a $600 million-a-year sales force.

Typical of the points illustrated in the book of basics is a definition, accompanied by charts, of "uneven sales terrain—regional differences in product potentials." Continuing, it says "there are often sharp variations in product usage among the broad geographical areas of the nation." Then follows per capita consumption rates by region for three mass market staples.

The 24-page booklet is being distributed to Petry-represented stations, agencies and advertisers.

JOHN GUNTHER'S

AWARD-WINNING DOCUMENTARY

HIGH ROAD

AVAILABLE FOR THE FIRST TIME IN SYNDICATION

36 HALF HOUR SHOWS

featuring the following guest stars:

SESSUE HAYAKAWA • CESAR ROMERO
JUSTICE WILLIAM O. DOUGLAS
HERB SHRINER • WALTER WINCHELL
AND MANY OTHERS

John Gunther's "High Road" takes the viewer on a panoramic sweep of the world's most fascinating places. Strange peoples and customs highlight the journey into the unknown as host-narrator John Gunther provides informative yet witty insights into the places visited. Boundaries disappear, distances vanish, language barriers fade on this uncommonly rewarding high road to adventure.

For complete information, see your ABC Films sales rep, or call

ABC FILMS INC.
1501 Broadway • New York 36, N.Y.
Telephone LA 4-5050

WGAL-TV

In addition to being the first choice of viewers in these three metropolitan markets, WGAL-TV is the number one station in Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Business briefly

Time sales

Busting out ■ Buster Brown Textiles Inc., Wilmington, Del., in back-to-school tv spot promotion of children's clothes, will use daytime minutes in undetermined number of markets from Aug. 23 to Sept. 29. Agency: Arndt, Preston, Chapin, Lamb & Keene Inc., Philadelphia.

Tintair test ■ Bymart-Tintair Inc., N.Y., starts six-week tv spot test today (Aug. 8) in Los Angeles for Tintair cream shampoo. The campaign will extend to other markets at a later date. ID's are scheduled in the test run. Agency: Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y.

New and renewed ■ Kemper Insurance Group, Chicago, has renewed alternate-week sponsorship for a second season of NBC-TV's *Chet Huntley Reporting* (Sun. 5:30-6 p.m. EDT). Kemper also signed alternate-week backing of *Celebrity Golf*, NBC-TV's new weekly half-hour series starring such golf-playing celebrities as Bob Hope and Jerry Lewis (Sun. 5-5:30 p.m. EDT). Both orders placed through Clinton Frank Inc., Chicago.

On the floor ■ Sandura Co. (Sandran floor covering), Philadelphia, through Hicks & Greist, N.Y., has purchased one-sixth in NBC-TV's election coverage. Brown & Williamson, Lipton Tea and Goodrich previously had bought sixths, and Field Enterprises has a twelfth, leaving three-twelfths remaining open.

Vim to Wexton ■ Vim Electric Co., N.Y., has appointed Wexton Adv. Agency, N.Y., to handle radio-tv advertising for its 63 appliance stores in the New York market. A $300,000-400,000 annual budget has been allocated for a continuing radio-tv spot campaign starting in September.

Also in advertising

■ Grand Union Co., East Paterson, N.J., from L.H. Hartman Co., to Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., for 461 supermarkets and discount centers in the east and Puerto Rico. Arthur B. Modell, senior vice president of Kastor, Hilton, is account supervisor.

■ Grant Adv., N.Y., which added four Penick & Ford food products last March, has been assigned two more, Swel frosting mix and Davis baking powder, formerly handled by Croot & Brant, N.Y. Other P&F accounts with Grant; My-T-Fine pudding, Vermont Maid Syrup and Brer Rabbit molasses.

ARB

TOP 10 NETWORK PROGRAMS

Tv report for June

Rank	Rating
1. Gunsmoke	38.0
2. Wagon Train	35.7
3. Red Skelton	34.9
4. Summer on Ice	32.9
5. Garry Moore	32.0
6. Danny Thomas	27.9
7. Have Gun, Will Travel	26.9
8. 77 Sunset Strip	26.8
9. Perry Mason	26.5
10. U.S. Steel Hour	26.2

Rank	No. viewers (000)
1. Wagon Train	38,225
2. Gunsmoke	37,730
3. Red Skelton	35,180
4. Summer on Ice	30,270
5. Garry Moore	29,525
6. Danny Thomas	28,580
7. Have Gun, Will Travel	27,350
8. Real McCoys	26,410
9. 77 Sunset Strip	25,865
10. Father Knows Best	25,610

Copyright 1960 American Research Bureau

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending July 3

TOTAL AUDIENCE†

Rank	No. homes (000)
1. Gunsmoke	14,554
2. Miss Universe	14,057
3. Coke Time	12,927
4. 77 Sunset Strip	12,656
5. Wagon Train	12,475
6. Have Gun, Will Travel	11,481
7. Ed Sullivan Show	10,125
8. I've Got a Secret	9,989
9. Comedy Spot	9,989
10. Price is Right	9,944

Rank	% homes
1. Gunsmoke	32.2
2. Miss Universe	31.1
3. Coke Time	28.6
4. 77 Sunset Strip	28.0
5. Wagon Train	27.6
6. Have Gun, Will Travel	25.4
7. Ed Sullivan Show	22.4
8. I've Got a Secret	22.1
9. Comedy Spot	22.1
10. Price is Right	22.0

AVERAGE AUDIENCE‡

Rank	No. homes (000)
1. Gunsmoke	13,424
2. Miss Universe	11,436
3. Have Gun, Will Travel	10,712
4. 77 Sunset Strip	10,125
5. Coke Time	9,989
6. Wagon Train	9,402
7. I've Got a Secret	8,904
8. What's My Line	8,814
9. Comedy Spot	8,769
10. Price is Right	8,724

Rank	% homes
1. Gunsmoke	29.7
2. Miss Universe	25.3
3. Have Gun, Will Travel	23.7
4. 77 Sunset Strip	22.4
5. Coke Time	22.1
6. Wagon Train	20.8
7. I've Got a Secret	19.7
8. What's My Line	19.5
9. Comedy Spot	19.4
10. Price is Right	19.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

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VIDEODEX

TOP 10 NETWORK PROGRAMS

June 1-7, 1960

Rank	% homes
1. Gunsmoke	31.3
2. Wagon Train	29.6
3. Untouchables	28.8
4. Red Skelton	27.7
5. 77 Sunset Strip	27.5
6. Have Gun, Will Travel	27.3
7. Danny Thomas	27.0
8. Father Knows Best	26.2
9. Garry Moore	26.1
10. Real McCoys	26.0

Rank	No. Tv Homes (000's)*
1. Gunsmoke	13,700
2. Wagon Train	12,900
3. Untouchables	12,200
4. Red Skelton	12,000
5. 77 Sunset Strip	11,700
6. Have Gun, Will Travel	11,900
7. Danny Thomas	11,800
8. Father Knows Best	11,400
9. Garry Moore	11,100
10. Real McCoys	11,000

* (Listed in sequence of rating level from first table)

Copyright 1960, Videodex, Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Coke Time (ABC-203): Coca-Cola (M-E), Mon., June 27, 9:30-10:30 p.m.

Comedy Spot (CBS-170): Pet (Gardner), S.C. Johnson (FCB), Tue. 9:30-10 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates),

I've Got a Secret (CBS-197): R.J. Reynolds (Esty), Bristol-Myers (DCSS), Wed. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive Peet (Bates), Gulf Oil (Y&R), Hamm Brewing (C-M), Philip Morris (B&B), Sterling Drug (DFS), Sat. 7:30-8:30 p.m.

Garry Moore Show (CBS-160): S.C. Johnson (NLB) and Pittsburgh Plate Glass (BBDO) alternating in first half, Kellogg (Burnett) and Polaroid (DDB) alt. in second, Tue., 10:11 p.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

77 Sunset Strip (ABC-174): American-Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Summer on Ice (NBC-198): Brewers Foundation (JWT), Thur., June 2, 9:30-10 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

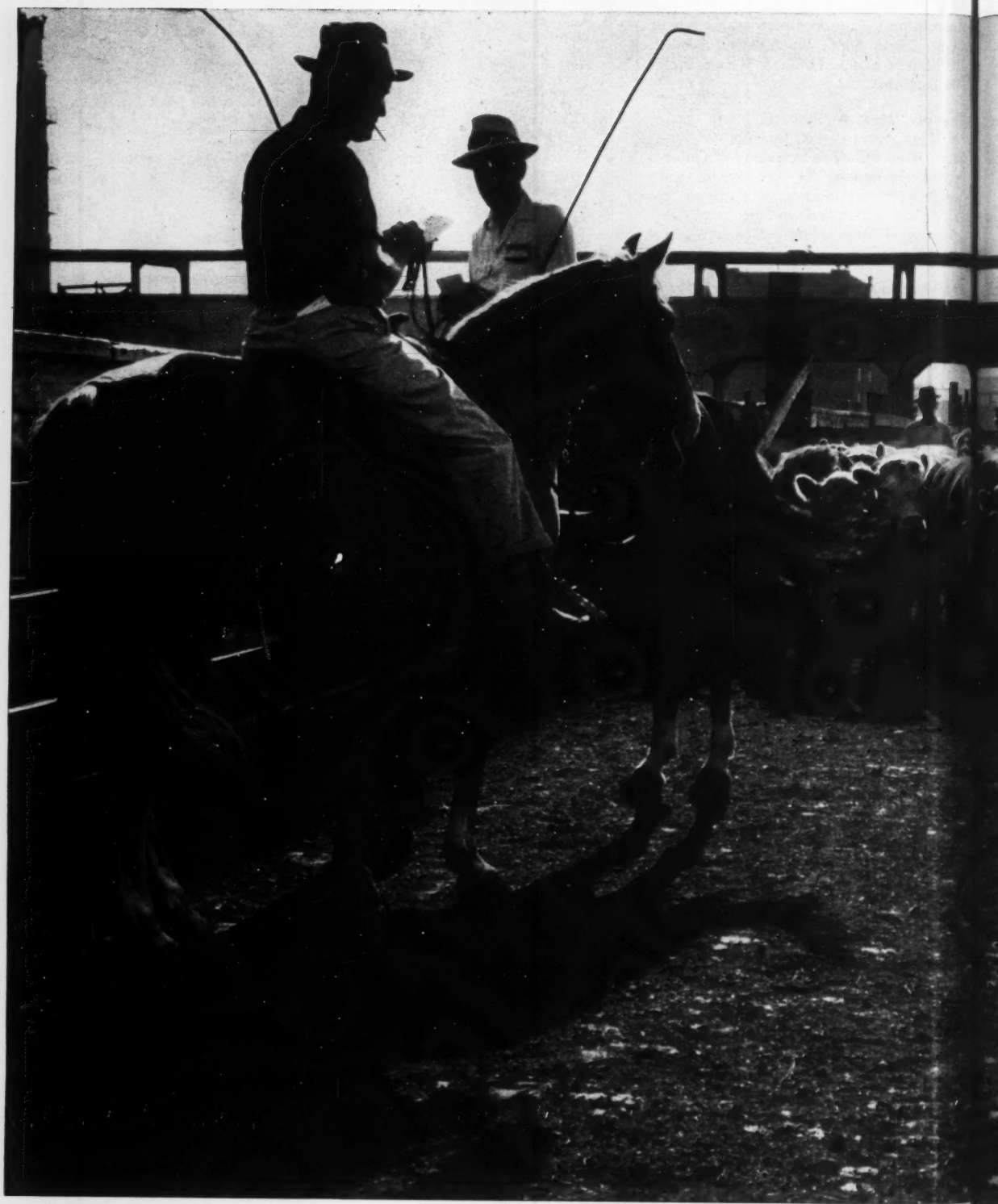
Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thur. 9:30-10:30 p.m.

U.S. Steel Hour (CBS-126): U.S. Steel (BBDO), alternate Wed. 10-11 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty), National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

What's My Line (CBS-147): Sunbeam (P-P), Kellogg (Burnett), Sun. 10:30-11 p.m.

In Chicago



. . . **the Union Stock Yards,** which opened for business on Christmas Day, 1865, is the largest cattle market in the U.S., serving 400 packers from 38 states—currently trading at the rate of $860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium . . .
first in farm service
in the Midwest

WGN IS CHICAGO

Quality • Integrity • Responsibility

THE PICTURE HAS CHANGED IN MEMPHIS

Most nights the biggest audiences watch WHBQ-TV

The picture has changed where it counts most—during prime time...

Neilsen: (4/60)
WHBQ-TV FIRST Sun-Sat 6 PM to Midnight
6 to 9 P.M.— 37% Share
9 P.M. to Midnight—39% Share

ARB: (3/60)
WHBQ-TV FIRST Sun-Fri 6 PM to Midnight
Sunday— 40% Share
Mon.-Fri.—36.5% Share

WHBQ-TV

MEMPHIS • An RKO General Station

Represented by H-R Television

CHANNEL 13

The Mid-South's Most Powerful TV Station

NIGHT TIME IS THE RIGHT TIME IN MEMPHIS

abc

ACTORS: TV'S NEW EXECUTIVE BREED

SEC filing shows lucrative road from actor to tv magnate

Just as the actor turned executive has jolted the fiscal aspects of the motion picture industry, several movie stars turned tv magnates are reaping unaccustomed profits. A prime example of this financial phenomenon is Four Star Television Inc. The operations and record of that company were revealed in a statement filed at the Securities & Exchange Commission seeking to register 120,000 shares of common stock for public sale.

The stars primarily involved are Dick Powell, David Niven and Charles Boyer. (Ida Lupino was involved when the company was formed, but has since dropped out.) Mr. Powell owns 42.5% of the outstanding stock; Messrs. Niven and Boyer own 21.25% each; Thomas J. McDermott, executive vice president and chief executive officer, owns 15%. Mr. Powell, Mr. Niven and Mrs. Powell (June Allyson) also have separate corporations which produce films in "joint ventures" with Four Star for which they are paid for services rendered.

For instance, for the 44 weeks ended April 30, Dick Powell received $154,000 in acting fees for being host and occasional star of the well-rated *Zane Grey Theater*. June Allyson made $90,000 in acting fees on *DuPont Theater* with a similar host-star arrangement, and David Niven's fees totaled $33,720 on that format. Miss Allyson's contract calls for $1,500 per host spot and $6,500 per starring role on the basis of a half-hour film. She also does commercials under this arrangement. Mr. Niven gets $2,000 per host spot, $5,000 per starring role, does "lead-ins and lead-outs" but no commercials.

Robert Taylor, engaged in a joint venture between his own corporation and Four Star for *Robert Taylor's Detectives*, stars in 6 out of 32 episodes for $6,000 per starring role, $2,500 for segments "in which he appears in key scenes," according to the SEC statement. He also eschews commercials but introduces and concludes the programs. Mr. Taylor is entitled to "reasonable approval of all scripts." None of the stars shares in residual payments.

Powell 'Diamond' Interests ■ Two corporations owned by the Powells are parties to joint ventures for productions of *Zane Grey, DuPont Show, Johnny Ringo* and *The Westerner*. The ownership and profit interests of these corporations are 35%. Book value of the corporations as of April 30 was $329,086. Mr. Powell also gets $78,000 from "rights to literary material" from the *Richard Diamond* series. Further payments, not to exceed $22,000 in the aggregate, go to him if additional *Diamond* films are produced "but this is not presently contemplated," the statement says.

Four Star Television announced plans when registering with the SEC to merge affiliated companies into that company, that is, Four Star Films Inc. and three music publishing houses, which will become Four Star Tv's wholly owned subsidiaries. For all of its branches Four Star Television reports the following: during the 44 weeks ended April 30, 1960 revenues were $13,945,332; net income was $301,814 or 63 cents per share; during the corresponding period of 1959, revenues were $7,025,182 and net income was $275,140 or 57 cents per share. To date the company has produced approximately 860 half-hour films (mostly joint ventures). It has furnished facilities, equipment and personnel to other producers on a fee basis, approximately 175 films being made under this arrangement.

In its joint ventures, Four Star owns 50% of the series with a profit interest of 38%. In wholly owned productions, the profit averages 57%. Its current contracts with networks and agencies call for the equivalent of 360 half-hour segments, including, among others, *The Rifleman; Wanted, Dead or Alive; Michael Shayne*, and *The Tom Ewell Show*. During the 1959-1960 season, the company made 292 half-hour films in which ownership and profit interests were 48% and 35%, respectively.

Integration ■ Four Star also does commercials on a fixed-price basis and integrates the filmed commercials from material supplied by sponsors into the film series. The company has an agreement with Republic Studios giving it first call on the studio facilities when required. Rentals run roughly $600,000 a year, according to the statement.

The proceeds from the stock being registered will be added to Four Star's working capital for use in financing new series in which the company contemplates retaining larger ownership and profit interests than in the past. The new capital will also be used to "reduce the need for bank loans to finance current and future production activities," according to the statement.

MESSRS. BOYER, NIVEN & POWELL

Actors to tv businessmen in a profitable transition

ZIV-UA series' costs run to half million

With eight programs set for network or syndication showing in the new tv season, ZIV-UA will spend more than $500,000 in weekly production, it was announced last week by Maurice Unger, executive vice president in charge of ZIV-UA production. The figure represents a 22% increase over last year's spending and includes expenditures on seven half-hour and one hour-long series—three scheduled for network presentation and five in syndication. Among the factors accounting for the company's record production budget, it's reported, is "increased emphasis on top quality players, directors and writers." ZIV-UA's first run series are: *Aquanauts* (CBS-TV), *Klondike* (NBC-TV), *Bat Masterson* (NBC-TV), *Case of the Dangerous Robin, Lock Up, Sea Hunt, Tombstone Territory* and *This Man Dawson*.

UNION WORRIES ABOUT PAY TV

Concern voiced over 'inevitable' layoffs

The International Alliance of Theatrical State Employes and Moving Picture Machine Operators, comprising some 62,000 workers in about 1,000 locals, took a worried look at toll tv at its 45th convention in Chicago last week.

Acknowledging a "diversification of economic interests," the union failed to take action on the resolution of rival locals for and against pay television. New York Local 306, which opposed tollvision, and Hollywood Local 766, which favored it, withdrew their resolutions and the issue was deferred to be worked out in the future.

The Hollywood local asked that delegates take no action which would be "detrimental, or oppose the advent" of pay tv and held IATSE should take the position "to the effect that the American public determine whether or not [it] shall become a reality." The local, backed by 21 others, cited the International Telemeter tests in Canada and the forthcoming experiments involving RKO General and Zenith Radio Corp. in Hartford, Conn., and found toll tv "will vastly increase the number of job opportunities" for IATSE members.

New York Local 306, on the other hand, claimed that tollvision would eliminate free tv and "cause the eventual closing of all motion picture theatres, throwing scores of thousands of people out of work, including projectionists and stagehands." The resolution added that toll tv "would give but only temporary employment impetus in increased production (much of which may be on video tape), since experience has shown that tv burns up motion picture features as well as other talent, which inevitably will result in the use of fewer motion picture features with pay tv turning more and more to special sporting events and staged live shows."

Richard F. Walsh, IATSE international president who was re-elected to another two-year term (he's held the post for 20 years now), took no sides, but noted that closed circuit tv (theaters, hotels, with emphasis on industrial-sales, scientific and single-shot championship boxing matches) has provided the greatest source of IATSE membership employment thus far.

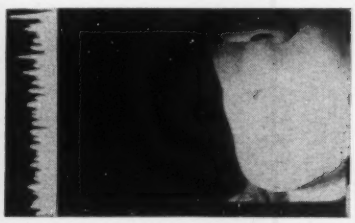
No Foreign Entanglements ■ A major resolution passed stated that IATSE opposes film production by American producers in foreign countries for the American market. Another resolution, that in the immediate future and prior to opening of negotiations between the West Coast IATSE locals and network stations (ABC, CBS, NBC), the International president call a meeting of the locals to set a "standard term of agreement, and standard hours, wages, and working conditions," was referred to the union's General Office.

A proposal that "measures be brought to bear" against producers and affiliated producers of foreign-made motion pictures and tv productions and commercials, in a bid to steer some profits into union pension and health—welfare funds, was beaten down.

In his report, Mr. Walsh conceded that "in the rapidly changing television industry, many craftsmen and technicians still are proving hard to sell on the values of unionism." He claimed "organizing progress," and "some good new contracts" for IATSE tv personnel. The actors' and writers' strikes proved successful in terms of collective bargaining but "we are still feeling the disruptive effects" in Hollywood and throughout the U.S. and Canada, he acknowledged.

"The biggest unanswered question in the television and theatrical field is whether or not pay tv will succeed, and if it does, what effect it will have on other branches of the entertainment industry," Mr. Walsh pointed out. But, in any event, he added, the source for the greatest employment of IATSE personnel still lies in closed circuit tv —theaters, hotels and other sites. IATSE now has contracts with TelePrompTer; Theatre Network Television; Smith, Kline & French; Medical Radio & Television Institute; Cellomatic, and Tele-Talent.

In video tape activity, Mr. Walsh pointed out that "tape is now, and will be for some time to come, a cause of concern for our locals and their members." He promised full General Office attention to all production "and to use all our power to see that, if possible, all . . . shall be done under the jurisdiction of the I.A. and our locals.



Silhouettes ■ When WLOS-TV Asheville, N.C., filmed a 30-minute program on an area Alcoholics Anonymous meeting, it successfully met the need for anonymity by camera techniques such as these. In addition to silhouette shots (left) and tight shots of portions of faces of those narrating experiences, News Director Leo Willette and cameraman Joe Epley used cameras trained on the back of the audience gathering and shadows. In this way, no identifications could be made.

Sylvania bows out, drops annual awards

One of the tv industry's major award donors left the scene last week. Sylvania Electric Products Inc. announced Thursday (Aug. 4) it is terminating the Sylvania television awards, which have been offered annually since 1951 "to honor those advancing creative television techniques."

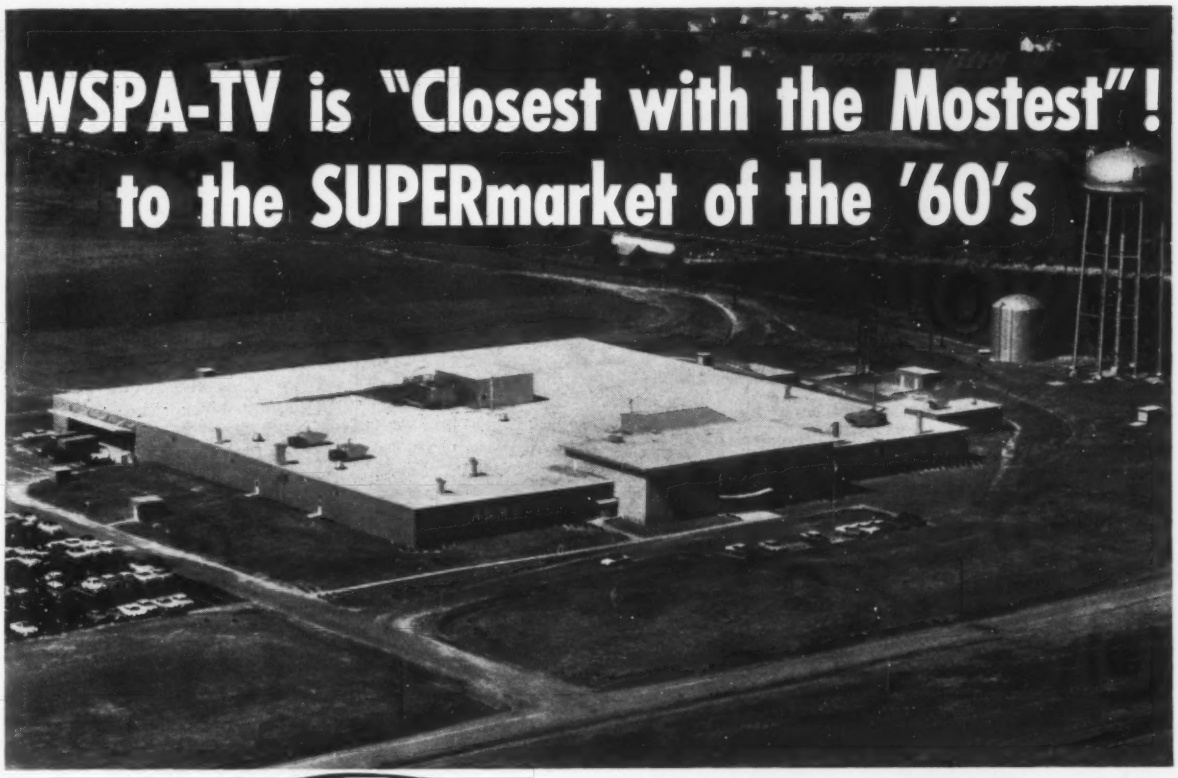
An increased number of tv awards in recent years and the fact that award donors have tended to honor the same programs, actors and creators were reasons cited. "There appears to be little additional incentive to the industry in the duplication of awards each year," announced Robert E. Lewis, president of Sylvania.

Referring to the "formative years of television," Mr. Lewis said, "at that time there were widely divergent views, especially from the social and educational aspects, of the value of various types of programs."

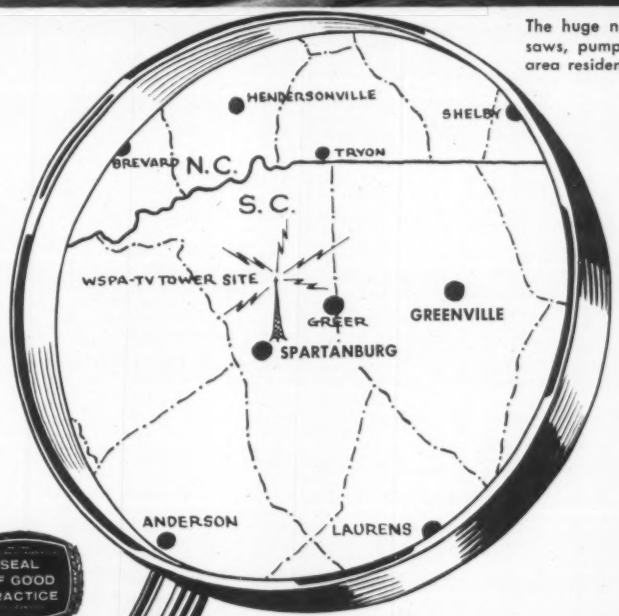
Film position better

Reduced film payrolls following strikes of actors and writers, coupled with eased availability of post-1948 libraries, are working to enhance financial position of movie companies, according to "Value Line Investment Survey." Despite wage concessions to actor and writer guilds, many employes were not re-hired after the strikes, the survey says. Companies moreover are in a better position under new contracts to utilize vast post-'48 libraries, and pay tv could further enhance their worth, the survey adds. The movie backlog should pay off by mid-'60s, according to financial report by Arnold Bernhard & Co., New York investment advisor.

WSPA-TV is "Closest with the Mostest"! to the SUPERmarket of the '60's



The huge new Homelite Plant at Greer, S. C.—manufacturers of chain saws, pumps and generators, employs hundreds of Carolina Piedmont area residents.



The rich, teeming area of the Lower Piedmont is endorsed by more and more industry of the "Blue Chip" variety. They locate their plants here in WSPA-TV's "backyard," and they bring their large payrolls to pump ever new power into the lifestream of the prosperous population . . . Here is a marketing area bursting at the seams . . . and WSPA-TV directly influences the buying habits of over $1½ billions of payroll dollars in this fastest growing of all markets. The Spartanburg-Greenville Supermarket offers an opportunity for sales that cannot be ignored!

SEAL OF GOOD PRACTICE

AM • FM • TV

WSPA-TV

SPARTANBURG, S. C.

CBS television

in the Piedmont

CHANNEL **7**

Represented Nationally by: GEORGE P. HOLLINGBERY CO.

the ONLY CBS-VHF Station serving the Spartanburg-Greenville Market

News is money for 17-year old Donald Fass

When an aging broadcaster wishes he were "young enough to start all over again," he probably has in mind a youngster like Donald J. Fass, a teenage broadcaster in Jackson Heights, N.Y. Donald is only 17, but he is making a name for himself, and money, too, as news director of his own news reporting organization —The American Radio News Service, as yet unincorporated.

Relaxing at home (35-46 84th St., Jackson Heights) last week, after serving as correspondent for five radio stations at both the Democratic and Republican conventions, Donald worked on some of his plans for the future. Seated in his equipment-lined upstairs office, the teenager said he "envisions a lineup of 100 stations and a staff of 25 correspondents" for ARN's coverage of the 1964 political conventions.

"That will be a big year for me," he predicted. "I'll be graduating from college in June of '64 and I'll be 21 and able to vote. There'll be the New York World's Fair to cover —and both conventions." He is the only child of Dr. and Mrs. Nathan J. Fass. His father is a dentist.

Adopting the slogan, "News When It Breaks," Donald launched American Radio News Service in June 1959, after he was invited to witness the christening of a new Navy carrier at the Brooklyn Navy Yard.

First Year Profit ■ While other boys may have felt like "broadcasting" their feelings to the world, Donald decided to call a station in Boston and offered his report. The station carried his brief account—but never sent payment for it. Naively, Donald had said "pay what you think it's worth." He learned his lesson. By June of this year he had cleared $3,000 in his first full business year. He has $675 worth of recording and office equipment.

NEWSMAN DON FASS
Makes report from Chicago

Although he will be starting college in September as a journalism major at Long Island U., Donald will continue the news service with the support of some 70 national correspondents and other stringers living in major world capitals. To offer on-the-spot, wherever-news-happens coverage, Donald has recruited stringers through tape clubs and other organized pen-pal groups. Qualifications are checked out through correspondence as well as in the exchange of tape recordings. The oldest correspondent, in London, is 23.

In addition to incorporating the service ("to protect the name"), Donald in coming weeks expects to be ready to offer contract services providing five to ten one-minute reports weekly at the rate of $15 a minute. Before the Democratic convention started last month Donald lined up five stations to service: WSAR Fall River, Mass.; WOWE Allegan, Mich.; WAIK Galesburg, Ill.; CKY Winnepeg, Manitoba, and CJOC Lethbridge, Alberta. When the convention ended, he was asked to also report the Republican conclave. His reports were made through telephone conference calls and in many instances his mature-sounding voice was put on the air live.

Ship to Shore Duty ■ Donald is an accredited correspondent at United Nations, where he once put in a 14-hour day, and this fall he hopes to get accreditation to the White House and the Capitol. Older and more established newsmen are helping him with that. He covered Premier Khrushchev's tour of the U.S. for 16 Canadian and U.S. stations. Seven stations heard his eye-witness account of the launching a year ago of the nuclear ship *Savannah* at Camden, N.J.—all this and more, besides going to school and having dates, particularly with pretty girls who also know something about the important issues of the day.

Spot news exchange for Katz stations

A quick method of exchanging voice reports of major spot news stories has been instituted by radio stations represented by The Katz Agency Inc., New York. Through a cooperative news pool arrangement a story breaking in the area of any one of the Katz stations now may be picked up by the rep firm's 34 other stations.

George Skinner, director of radio programming services for Katz, with the cooperation of the stations, compiled and issued to each Katz station newsroom a "News Exchange Directory," which lists the cooperating stations, their coverage areas, personnel to contact, telephone numbers and the live, or tape-to-telephone facilities available. Any charges that might be required are also listed.

While the Katz Agency believes the stations receive excellent network service for national and international news developments, the pool plan can speed up coverage of news breaks from regional areas. The exchange may be expanded at a later date to include radio stations in other areas, selected on a basis of proven news-reporting ability, Katz said.

Guide lines offered for religion on air

A three-plank platform for effective religious programs on radio and television was introduced Tuesday (Aug. 2) at the 15th annual International Television Radio Seminar & Workshop at Interchurch Center, New York.

Canon Roy McKay, head of religious broadcasting of the British Broadcasting Corp., opened a five-day seminar with the proposition that religious broadcasting should do three things:

1. Be creative in the use of the media.

2. Be concerned with "the great central Christian affirmations which speak of man's nature and destiny, and not bothering about the ecclesiastical and denominational trimmings."

3. Be searching and critical, and not smug in its treatment of religious subjects. "It's programs must have an emotional and intellectual integrity which command the respect of sincere and thinking people."

The conference of clergymen and laymen active in religious broadcasting in the U.S. and Canada goes into its second and final week today (Aug. 8) with laboratory sessions at New York U.'s tv production center. Charles H. Schmitz, director of broadcast training for the Broadcasting & Film Commission of the National Council of Churches, one of the sponsoring groups, is

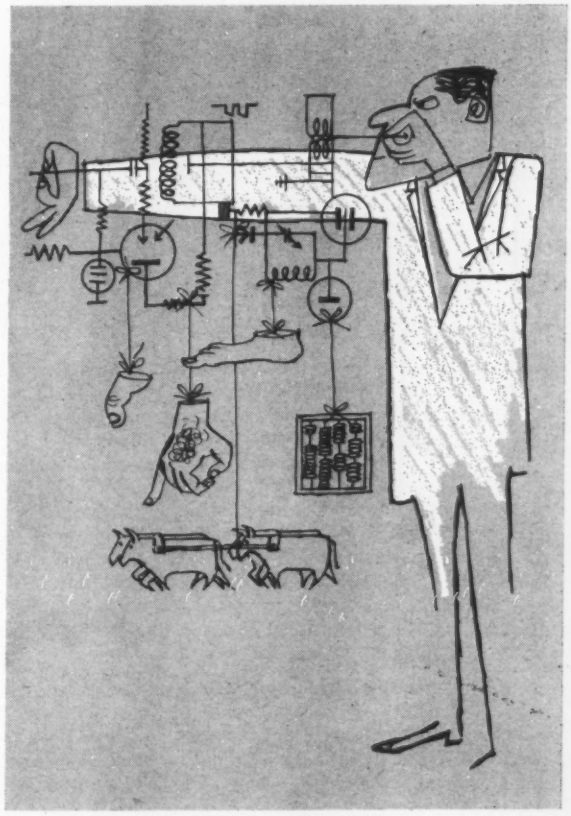
Through the Bureau of Standards with Three Barleycorns and a Nose Tip

Pinch, the noun, used to be a unit of measure—the quantity of a commodity that could be taken between thumb and forefinger. An *inch* was the length of the terminal joint of the thumb—or the length of three barleycorns laid end to end (which, properly fermented, could be stretched to a mile). The *hand,* in case you have any tall horses to measure, is just what you think; equally prosaic is the origin of *foot. Yard* was the distance from nose tip to fingertips of a man's arm extended parallel to the ground; it was also a step's length, except to that breed apart, Yale men, who made it hallowed ground. An *acre* was what a yoke of oxen (and a man) could plow in a day, a *rod* four yoked oxen abreast. A *score* was a mere tally mark, an *abacus* a matter of sliding pebbles (not unlike devices encounted by men whose misspent youth included visits to the pool hall).

This was pretty subjective stuff. Today the length of a yard is precisely delineated by a metal rod kept by the Bureau of Standards. Its length is constant, regardless of whether Republican or Democratic nose tips are involved (although temperature variations can measurably change the length of a piece of metal). With reasonable accuracy we measure gross national product (in dollars that vary), the dimensions of Miss America (not measured in pinches), the amount of Grade A land in Iowa (25% of the nation's total—in rich acres), and the number of television sets in WMT-TV's coverage area (426,000) and we figure that most are working.

We segue to another measurement, a modern-day manifestation slightly larger than a man's hand that, with biblical verisimilitude, grows by statistical projection. We refer to *surveys.* Of these there are several types, varying in depth, breadth, and method. But no matter which ones for our area you subscribe to, WMT-TV leads in all time periods from 9 a.m. until sign-off in share of audience, Sunday through Saturday.

WMT-TV. Cedar Rapids—Waterloo. CBS Television for Eastern Iowa. Affiliated with WMT Radio; KWMT Fort Dodge. National Representatives: The Katz Agency.



WJAR-TV SCORES NEWS BEAT AT NEWPORT JAZZ FESTIVAL

On TV news programs throughout the nation, a startled nation watched the explosive riot at the Newport Jazz Festival last July — thanks to a crack camera crew of WJAR-TV. WJAR-TV filmed this major news event, and supplied NBC, CBS, TELENEWS and other New England stations with film. At the same time, WJAR RADIO fed NBC's "Monitor". Major scoops like this are another reason why the Peabody-Award-winning News Department of WJAR-TV dominates the Providence market!

WJAR-TV CHANNEL 10 • PROVIDENCE

NBC

abc

Represented by

Edward Petry & Co., Inc.

directing the workshop.

No 'ghetto' ■ Disavowing any church control over the BBC and its Religious Broadcasting Dept., Canon McKay also pointed out that the BBC's religious programs on Sundays and weekdays fall within prime listening and viewing times. "There is no "religious ghetto in broadcasting," he asserted. At the BBC, he said, "we are experimenting with many different kinds of programs: informational, biographical, conversations and discussions, dramatic and pastoral. . . ."

On Thursday of last week, Lisa Sergio, radio commentator, lecturer and author, told the broadcasters that the power of the female population to support good radio and television or to denounce undesirable programs is potentially unbeatable. It has simply not been used widely enough, and there are exceptions to prove that where it has been used it has prevailed."

■ Film sales

Shotgun Slade (MCA-TV)

Renewed by P. Ballantine & Sons, brewers, for 27 markets; WKRG-TV Mobile; KOOL-TV Phoenix; KCSJ-TV Pueblo, Colo.; KFSD-TV San Diego; KVIQ-TV Eureka, Calif.; KVIP-TV Redding; KCRA-TV Sacramento; KBOI-TV Boise; KXLY-TV Spokane; KTNT-TV Tacoma; KTSM-TV El Paso; KSYD-TV Wichita Falls, Tex.; and WLWA (TV) Atlanta.

Bringing Up Buddy and **Pete and Gladys** (CBS Films)

Sold to ATN Sydney; GTV Melbourne; QTQ Brisbane, and NWS Adelaide, all Australia.

15-program package (CBS Films)

Sold to TCN Sydney; HSV Melbourne; BTQ Brisbane, and ADS Adelaide, all Australia. Package includes *Angel; Hotel de Paree; Rawhide; Wanted—Dead or Alive; Perry Mason; Have Gun, Will Travel,* and *Gunsmoke.* Also *Whirlybirds; The Honeymooners; Our Miss Brooks; Annie Oakley; I Love Lucy; Buffalo Bill Jr.,* and *San Francisco Beat.*

Man and The Challenge (Ziv-UA)

Sold to Goodyear International for markets in Mexico, Venezuela, Colombia, Peru, Argentina, Uruguay, Costa Rica, Dominican Republic, Panama, San Salvador, Honduras, Nicaragua, Guatemala and Brazil and alternate sponsorship with Chase Manhattan Bank in Puerto Rico. Sale was made through International Television Programs, N.Y.

Case of the Dangerous Robin (Ziv-UA)

Sold to Brown & Williamson for WABC-TV New York; KRON-TV San Francisco; WFIL-TV Philadelphia; WKRC-TV Cincinnati; KNXT (TV) Los Angeles; WBAP-TV Fort Worth-Dallas, and WWJ-TV Detroit. Other advertisers to buy show are Trend House furniture on KNOE-TV Monroe, La., and Carling Brewery for WICS (TV) Springfield, Ill. Also sold to WTMJ-TV Milwaukee; WJXT-TV Jacksonville; KGNC-TV Amarillo; KERO-TV Bakersfield; WLOF-TV Orlando, and WSJV (TV) South Bend-Elkhart. Now in **84** markets.

RATE BOOST IN SAG CONTRACT

If approved, tv film cost may also go up

If the cost of tv films rises this season, one reason could be the increased minimum rates and residuals for actors in the new contract negotiated by Screen Actors Guild with the Alliance of Television Film Producers and Assn. of Motion Picture Producers (AT DEADLINE, July 4).

The minimum rate boosts rise as high as 51% immediately, with another boost that brings the figure to as high as 60% above the previous scale two years from now. Rerun minimums are upped by as much as 50% now, 65% two years hence. These figures do not include the pension, health and welfare fund payments equal to 5% of total actors salaries (up to $2,500 per actor for a half-hour program, $4,000 for an hour program) which the producers are called on to make.

The increases are set forth in a table prepared by the SAG board and sent last week to the union's members along with ballots on which they are asked to approve or reject the tv film contract. The board urges a yes vote.

The new contract, if ratified (and there is no reason to expect it not to be), will be retroactive to June 1, 1960, and will run for four years with an extra year to be added if the actors exercise their option at the end of two years to convert the residual payments to a perpetual system of royalty payments of not less than 8% of the world gross received by the producers for reruns. Other improvements, including a tightening of controls regarding overtime and meal period violations and location rest periods, new restrictions on advance payments or "buyouts" of residuals and new limitations on option and exclusivity rights, are also provided. It will be some time before ballots are in and counted.

Comparison Between Old and New Minimum Rates and Old and New Residual Payments

	MINIMUM RATES (NOT including additional 5% for Pension & Welfare paid by Producer)			MINIMUM RERUNS (NOT including additional 5% for Pension & Welfare paid by Producer)		
	Old	New Rates		Old	New Reruns	
Contract	Rate	1st 2 years	2nd 2 years	Reruns	1st 2 years	2nd 2 years
Daily	$80	$90	$100	$112	$126	$140
3 Day	200	225	255	280	315	357
Weekly	285	315	350	399	441	490
Multiple weekly (2 pictures min. guarantee)	370	470	470	518	658	658
Weekly stuntmen	345	380	400	483	532	560
Singers-daily						
Solo & duets	80	110	130	112	154	182
3 & 4	80	100	115	112	140	161
5 or more	80	90	100	112	126	140
Mouthing	50	80	90	70	112	126
Over 17	50	65	75	70	91	105
½ hr. series 13 episodes guaranteed	285	315	350	399	441	490
Less than 13 guaranteed (7-13)*	285	365	400	399	511	560
1 hr. series 13 episodes guaranteed— 6 days per episode	285	380	420	399	532	588
Less than 13 guaranteed (7-13)—6 days per episode*	285	430	470	399	602	658

■ Program notes

Less controversy ■ Producer David L. Wolper has in work a new documentary on a less controversial note than his *Race for Space,* which was syndicated this spring after it failed to gain network acceptance. *Hollywood and the Movies* has been announced as a two-hour documentary for television, produced by Mr. Wolper in association with Saul J. Turell. Script will be by Sidney Skolsky. A page ad last week in the *New York Times* announced the production and solicited old footage. Mel Stuart, who is collecting film footage, said the production should be ready around the end of the year.

Communist issue aired ■ WXLW Indianapolis, Ind., has aired a 13-week series, *Marx Against Man,* an exploration of Communism and Christianity. The series was written by Dr. James

Armstrong, a Methodist minister, and was broadcast each morning from 9:25 to 9:30 a.m., so that it could be available for in-school broadcasts. The station mailed out free copies of the entire series and reported 1,300 requests received.

Foreign competition ■ The Broadcasting Foundation of America (International Division of The National Educational Television and Radio Center, N.Y.) has announced the selection of three American radio and television programs to be entered in the *Prix Italia,* an international broadcast competition. The shows include a radio documentary, "Anne Frank: The Memory and the Meaning," produced by WBZ Boston; CBS News' "Population Explosion," and an NTA *Play of the Week,* "Medea," starring Judith Anderson.

Movie musicians ■ Election of musicians at major motion picture studios in Hollywood to choose American Federation of Musicians or Musicians Guild of America as their bargaining agent will be held Sept. 7-8 at the NLRB regional office in Los Angeles. Some 1,400 musicians are eligible to vote. There will be two separate but concurrent elections, one for the seven members of Assn. of Motion Picture Producers—Allied Artists, Columbia, Disney, MGM, Paramount, 20th Century-Fox and Warner Bros.—and one for Universal (which was an AMPP member when the present contract with MGA was signed some two years ago but has since resigned). Election dates were set by the L.A. regional office and are subject to approval of the national NLRB.

Ready for stripping ■ *Dr. Hudson's Secret Journal,* an MCA-TV syndicated half-hour series, has been made available for daytime stripping. The 78 half-hours have been purchased by CKLW-TV Windson-Detroit; WAGA-TV Atlanta; WTVT (TV) Tampa-St. Petersburg; WDBO-TV Orlando; WGN-TV Chicago, and KABC-TV Los Angeles.

'Main Street' ■ National Educational Television & Radio Center, New York, which in October of last year asked each of the center's 47 stations to participate in a program production project, last week announced it will release to all affiliated stations the five programs judged the best. There were 25 original submissions in the center's "Main Street" project. The "Main Street" series includes video taped programs from WYES-TV New Orleans, La., KOAC-TV Corvallis, Ore., KETA (TV) Norman, Okla., KVIE (TV) Sacramento, Calif., and WGBH-TV Boston. Each program represents a story peculiar to one area but applicable and interesting to the entire country, NET said.

A clean sweep?

How successful has Chicago police reform been with a new broom being wielded by Superintendent Orlando W. Wilson?

Chicago's five tv outlets and eight radio stations last week agreed to give him a total of 13 half hours in air time to deliver a report to the people. The public service commitments, set as a joint local broadcast industry project, was viewed as unprecedented in city government annals.

On Thursday evening alone, Mr. Wilson's video-taped report assumed blanket saturation proportions on Chicago tv channels (WBKB [TV] and WBBM-TV, 6:30-7 p.m.; WTTW [TV], the non-commercial outlet, 7:30-8 p.m.; WGN-TV, 8:30-9 p.m., and WNBQ [TV] 9:30-10 p.m.). Additionally, radio stations WBBM, WGN and WMAW carried the audio version of the tape, with five other stations also committed for later rebroadcast.

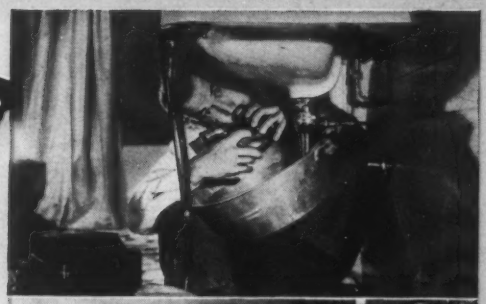
The proposal that Mr. Wilson deliver a radio-tv report was recommended earlier this year in a report submitted by Carl Larsen, on leave of absence from his post as public relations director at the U. of Chicago.

Released ■ John Lee Mahin and Martin Rackin, signed by NBC-TV last October to develop, create and produce new tv programs, have been released from their contracts by NBC and at the same time they have dissolved their own partnership and will announce new affiliations. During their tenure for NBC-TV they produced three pilot films: *The Barbarians,* hour-long film starring Jack Palance, shot in color in Italy; *The Renegade* and *Postal Inspector.*

Literary ■ Stuart Brent Enterprises Inc., Chicago, announces plans for radio and tv syndication of series, *Books and Brent,* heard locally on WBKB (TV) and WLS, and started more recently on television in New York and Los Angeles. Two versions of the series, which features Stuart Brent, literary figure, are being made available to stations—one similar to the audio portion of the half-hour WBKB program and the other a 90 second capsule as now presented over WLS. Ted Weber, formerly sales manager of WGN-TV Chicago, has been appointed executive vice president of Stuart Brent Enterprises.

MGM-TV has the keys to higher local ratings!

PETE SMITH SPECIALTIES



MGM CARTOONS

OUR GANG COMEDIES

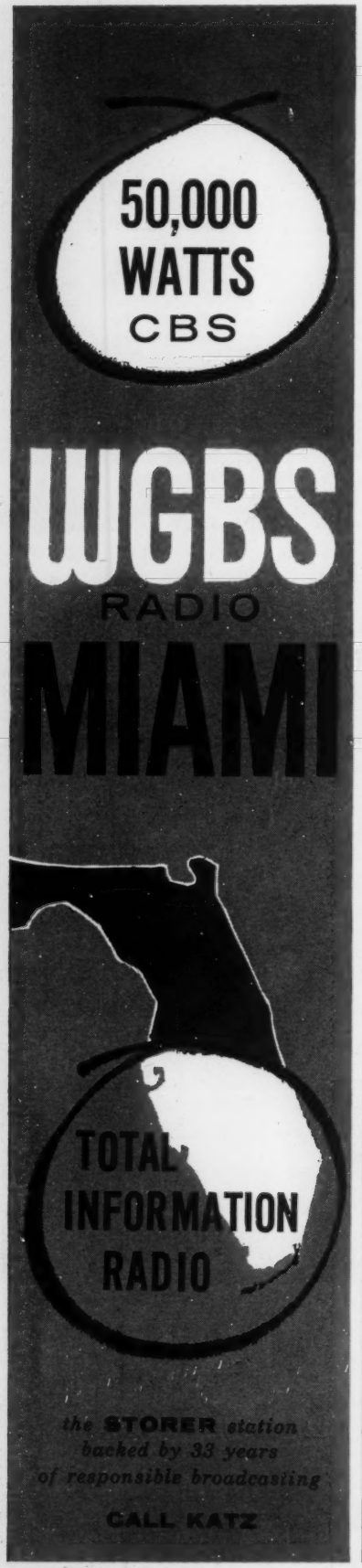
CRIME DOES NOT PAY

JOHN NESBITT'S PASSING PARADE

Lock up your Fall program schedule now. Close up those blanks in your local programming. Line up any of these MGM-TV shorts across the board. Or combine them in any of many exciting ways. Open up new sponsor possibilities with the comedies, cartoons, novelties and specialties that really click!

Wire, write or phone MGM-TV

MGM-TV, 1540 Broadway, New York , N. Y., JUdson 2-2000



Balloon shot try set for Canaveral

The second attempt to loft a 100-ft. in diameter, aluminized communications balloon into orbit will be attempted tomorrow at Cape Canaveral, Fla.

The National Aeronautics & Space Administration announced the August 9 date last week.

The balloon will ride folded in the nose of a Thor-Delta rocket. At 1,000 miles above the earth it will be ejected from the vehicle and will open in space as it goes into orbit. Ground transmitters and receivers will attempt to "bounce" radio signals from the 10-story-high sphere to span continents and oceans with radio signals. If successful, transcontinent and transoceanic radio communications, including possibly tv, will become a fact.

The first try at launching the communications balloon, part of Project Echo, failed May 15 when small helium jets, designed to control the Thor-Delta flight in its upper stages, malfunctioned.

Meanwhile, voice communications between the east and west coasts of the United States by way of the moon was accomplished successfully last Wednesday night.

Bell Telephone Labs. scientists at Holmdel, N.J., spoke to colleagues at the Jet Propulsion Labs. at Goldstone, Calif. Two-way conversation was established, the messages traveling 1 million miles in the two-way span of the 3,000 miles between the two points. There was a six second time delay in the two-way circuit. The circuit was successfully in operation for over an hour. Intelligibility was termed excellent.

The voice channels were on 970 mc, with 10kw transmitters pumping out the signal, transmitted and received at both points on 60-ft. parabolic antennas. Bell Labs used its new special horn receiver with maser amplifier.

Technical topic

For close-ups ■ Argus Cameras Inc., a marketing subsidiary of Sylvania Electric Products Inc., New York, announces a close-up mounting stand that allows a direct-wire tv camera to be used in conncetion with microscopes, close-up work, demonstrations or the scanning of a fixed area. Prices of the three packages making up the complete kit: Argus Close-Up Camera Mounting Stand (AV-818), $179.95; Lighting Kit for Close-Up Stand (AV-819), $24.95, and Extension Tube Kit for Close-Up Stand (AV-820), $16.95. For additional information write to Dept. AV, Argus Cameras Inc., 405 Fourth St., Ann Arbor, Mich.

New line ■ Altec Lansing Corp., Anaheim, Calif., has introduced its new line of microphones, featuring a slim profile, a golden diaphragm and a bronze filter. The microphones were designed by Alexis Badmaieff, A-L transducer chief engineer, who explains that wider frequency response is available in the golden diaphragm and the bronze filter offers freedom from damage by moisture and ferrous filings. Mr. Badmaieff has published a paper describing the microphones which may be obtained at no charge by writing to Altec Lansing Corp., 1515 Manchester Blvd., Anaheim.

Pre-fab microwave facilities ■ Tower Construction Co., Sioux City, Iowa, announces development of a factory pre-built building designed exclusively for use with microwave equipment with claimed advantages of permanent structures. Special features include wiring and insulation installed prior to shipment. Complex microwave equipment which formerly had to be installed in the field, often with inexperienced local labor, can now be pre-installed at the factory by experts, according to Tower Construction Co. Though changes of microwave station sites are infrequent, a building need only be lifted from its special piers and transported to the new site, with equipment intact.

Double time ■ Heuer Timer Corp., N.Y., has designed a wrist timer especially for radio, tv and film timing. Simultaneous reading of both elapsed time and time left to run on individual dials recording up to 60 minutes, reduces potential timing errors to a minimum. The jeweled lever movement incorporates Incabloc shock absorbers with seven precision jeweled bearings. Named the RTM-Master, the timer retails for $45.

444
MADISON AVENUE
Office For Rent

300 square feet with private entrance available in Tower of Premium Building.

This space divided into two offices.

CALL:

PLAZA 5-9236

WMAR-TV AGAIN DELIVERS MORE IN BALTIMORE'S 3-STATION MARKET!

MORE SHARE OF AUDIENCE

WMAR-TV CONSISTENTLY LEADS THE OTHER TWO BALTIMORE TV STATIONS BASED ON JUNE 1960 NIELSEN RATINGS*

225 QUARTER-HOUR FIRSTS

MORE TOTAL HOMES REACHED

Day Part Station Shares And Total Homes Reached Baltimore — June 1960

(Based on ¼ hr. homes reached by all stations.)

Table 1. Metro Area

STATIONS	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY	
	Morning		Afternoon		Night	
	6 AM-9 AM	9 AM-Noon	Noon-3 PM	3 PM-6 PM	6 PM-9 PM	9 PM-Mid.
	%	%	%	%	%	%
STATION A	36	28	23	26	26	25
STATION B	*	26	16	32	30	33
WMAR-TV	50	41	53	35	37	37
OTHERS	*	5	8	7	7	5
TOTAL	100	100	100	100	100	100
AVG. H. U. T.	4	16	19	20	37	45

Table 2. Station Totals

STATIONS	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY	
	Morning		Afternoon		Night	
	6 AM-9 AM Homes	9 AM-Noon Homes	Noon-3 PM Homes	3 PM-6 PM Homes	6 PM-9 PM Homes	9 PM-Mid. Homes
	(00)	(00)	(00)	(00)	(00)	(00)
STATION A	92	244	218	294	572	618
STATION B	*	205	189	342	659	860
WMAR-TV	135	404	674	447	790	931
AVG. H. U. T.	273	853	1081	1083	2021	2409

N. B. EACH of these figures represents the AGGREGATE OF MANY time periods, and should therefore not be applied to any specific quarter-hours.

Each station is assumed to be on a full 18 hour operating schedule.

* Below minimum Reporting Standards or not regularly scheduled.

In Maryland most people watch

WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION

Baltimore 3, Maryland

CBS TELEVISION

Represented Nationally by THE KATZ AGENCY, INC.

IN 4 STATION DETROIT
36
FIRSTS
5 SECONDS – 1 THIRD
out of 42
QUARTER-HOURS
7:30 AM TO 6 PM
NEILSEN APR. 1960
FIRST
OVERALL SIGN-ON TO SIGN-OFF
FIRST
IN FIVE OF SIX 3-HOUR
CATEGORIES
6 AM TO MIDNIGHT
DETROIT
11 YEARS OF LEADERSHIP IN THE NATION'S 5th MARKET
WJBK-TV
the STORER station
backed by 33 years of responsible
broadcasting CALL KATZ

TAPPING THE NEGRO MARKET

Association formed to promote its value

Negro Radio Assn., a trade group comprising stations serving the Negro market, was formed Aug. 2 in Washington. Owners of 29 radio stations from all parts of the country took part in the session, drawing up their constitution, by-laws and objectives.

Francis Fitzgerald, WGIV Charlotte, N.C., was elected board chairman. Other directors are Robert W. Rounsaville, Rounsaville Radio Stations, Atlanta; Harry Novik, WLIB New York; Stanley W. Ray Jr., OK Group of Radio Stations, New Orleans; Egmont Sonderlin, WDIA Memphis; Norwood J. Patterson, KSAN San Francisco, and Joe Speidel, Speidel Stations, Columbia, S.C.

MR. FITZGERALD

Charter members of NRA, in addition to directors, are Robert Monroe, WAAA Winston-Salem, N.C.; Tom Maxwell, WIBB Macon, Ga.; Leonard Walk, WAMO Pittsburgh; Sam Feldman, WEBB Baltimore; Pat Tuschman, WABQ Cleveland, William A. and Dolly Banks, WHAT Philadelphia, and Max Leon, WDAS Philadelphia.

The association "intends to bring to the attention of the American industry and advertisers the potential in the Negro market, totalling 18 million Negroes who spend over $41 million daily," it was stated. It plans to engage in research, gather economic data and other information for member stations and to foster programming for Negroes.

Open Door ■ Membership will be open to all stations engaged primarily in programming to the Negro people. Associate membership will be open to advertisers and station representatives.

Mr. Fitzgerald said the Negro broadcasting industry "has long needed an association to promote mutual interests. In our 29 charter stations we have most of the leaders in the Negro broadcasting field already signed. We expect active membership to pass 100." Station executives programming in the field, who have shown interest in the association were listed as Richard Eaton, United Broadcasting, Washington; Wayne Rollins, Rollins Broadcasting, Wilmington, Del.; Stu Hepburn, KNOK Fort Worth; Stan Raymond, WAOK Atlanta; John McLendon, The Ebony Group, Jackson, Miss.; Tom Gibson, KEZY Tyler, Tex.; Leon Walton, Walton Group, Beaumont, Tex.; Morris Blum, WANN Annapolis, Md., and Ralph Weil, KATZ St. Louis.

News source test fails to materialize

Legality of California statue exempting newspaper reporters from the obligation to reveal a news source in court, but not extending the same exemption to radio and tv newsmen, will not be tested by Pat Michaels, newsman of KTLA (TV) Los Angeles, and the Grand Jury of Riverside County, Calif.

Mr. Michaels faced a contempt citation for refusing to answer questions about the KTLA documentary program, *City of Hate*, dealing with alleged anti-semitism in Elsinore, Calif. (BROADCASTING, July 4). Subsequently at a July 29 hearing at the Fourth District California Court of Appeals in San Diego, District Attorney William O. Mackey revealed that the questions to be asked of Mr. Michaels did not concern his sources of information.

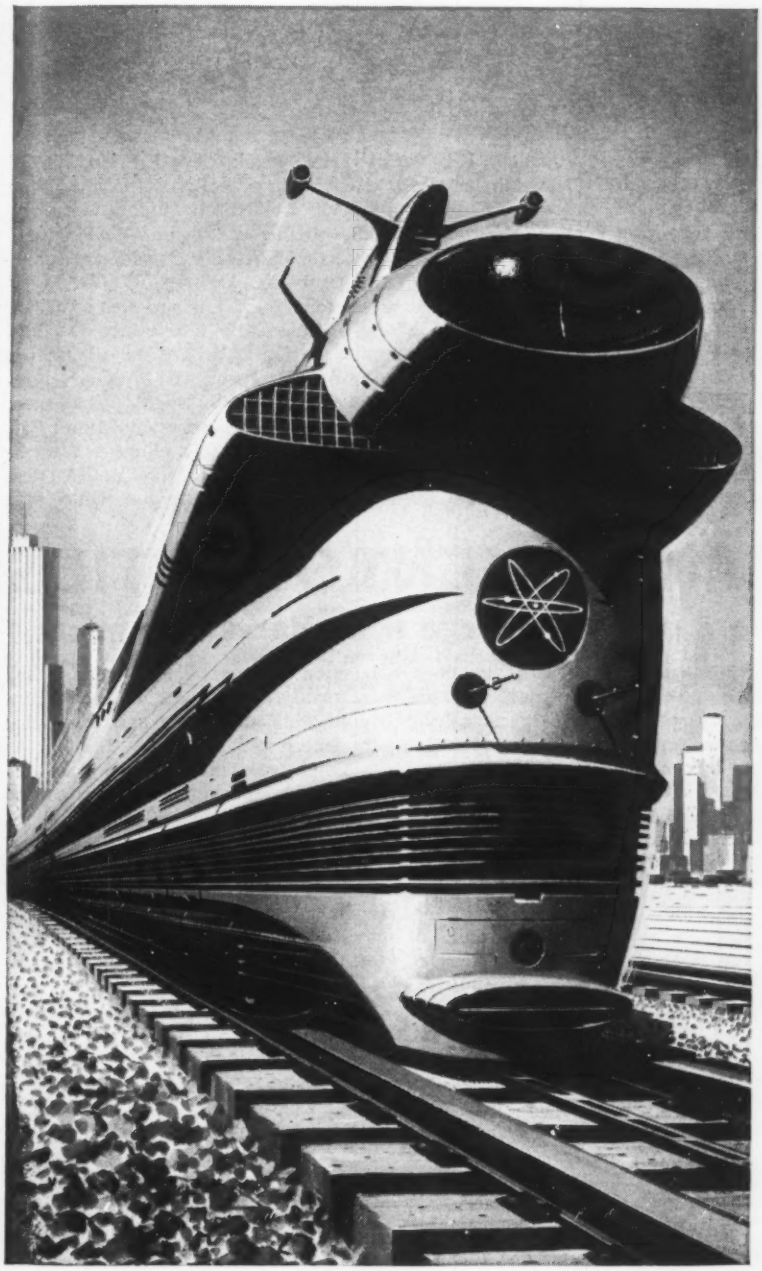
The court of appeals has issued a writ of prohibition preventing further action by the Riverside County authorities until Oct. 7, when the matter of whether or not Mr. Michaels may be required to answer other questions about the program will be argued.

New Mutual affiliates

WABI Bangor, WPOR Portland, and WAGM Presque Isle, all Maine, have joined the Mutual Broadcasting System. All three stations are owned and operated by former Gov. Horace A. Hildreth (Community Service Stations). WABI is a 5 kw facility operating on 910 kc; WPOR, 250-watts on 1490 kc, and WAGM, 5 kw on 950 kc.

Other new MBS affiliates are KBKW Aberdeen, Wash., a 250 watt unit which began operating for the Taft Family Group on 1450 kc July 27, and three stations that went on the air Aug. 1: KCLX Colfax, Wash., KRLC Lewiston and KRPL Moscow, both Idaho. KCLX, a 250 watt facility on 1450 kc, is owned and operated by Adrien De Vries. Donald A. Thomas' 5 kw KRLC, transmits on 1350 kc, and the second Idaho unit, KRPL Moscow, is owned by KRPL Inc., and transmits on 1400 kc with 250 watts.

Will atomic energy power tomorrow's railroads?



Some day you may see a train like this—powered by the energy locked up in the atom.

Possibly the locomotive will have its own nuclear reactor. Or perhaps it will use electricity generated at atomic power stations. But this much is certain. Of all forms of land transportation, railroads offer the greatest opportunities for the efficient use of nuclear energy.

Railroads are constantly exploring exciting possibilities like this. Such progressive thinking is important to all of us—for we're going to need railroads more than ever in the boom years ahead.

Clearly, it's in the national interest to give railroads equal opportunity and treatment with other forms of transportation. America's railroads—the lifeline of the nation—are the main line to *your* future.

ASSOCIATION OF

AMERICAN RAILROADS

WASHINGTON 6, D. C.

Campus managers ■ Three-score broadcast executives went back to school in July, taking part in NAB's advanced management seminar conducted by the Harvard Graduate School of Business Administration. From dawn to midnight they lived in a dormitory, ate at a school cafeteria, boned up for classes and indulged in intimate shoptalk about the rigors of running a station. The seminar was the second held under NAB auspices.

This classroom area was the center of discussion, starting at 8:30 every morning. The photo is a composite of three pictures. Front row (l to r): Paul Adanti, WHEN-AM-TV Rochester, N.Y.; James E. Allen, WBZ-TV Boston; John B. Babcock, WLWI (TV) Indianapolis; Norman P. Bagwell, WKY-AM-TV Oklahoma City; Joe M. Baisch, WREX-TV Rockford, Ill.; Clayton S. Brace, KLZ Denver; Robert W. Breckner, KTTV (TV) Hollywood; Cleve J. Brien, WNOE New Orleans; Samuel A. Burk, KIRX Kirksville, Mo.; Joseph F. Butler, WKLZ Kalamazoo; Eldon Campbell, WFBM-AM-TV Indianapolis; Israel Cohen, WCAP Lowell, Mass.; Joseph P. Dougherty, WPRO-TV Providence, R.I.

Second row: Van Beuren W. DeVries, WGR-AM-TV Buffalo; A. James Ebel, KOLN-TV Lincoln, Neb.; William A. Ekberg, KFYR-TV Bismarck, N.D.; Robert D. Ellis, KKTV (TV) Colorado Springs; Richard M. Fairbanks, WIBC Indianapolis; Francis H. Farnum Jr., WGAN Portland, Me.; John T. Gelder Jr., WCHS-TV Charleston, W.Va.; G. David Gentling, KROC Rochester, Minn.; Carl E. George, WGAR Cleveland; Kenneth R. Giddens, WKRG-TV Mobile, Ala.; Allen T. Gilliland Jr., KNTV (TV) San Jose, Calif.; George J. Gray, WLWD Dayton, Ohio; Saul

MEASURING MANAGEMENT QUALITIES

Clear guides to executive appraisal emerge from Harvard seminar

How do you pick a good station manager?

What qualities should he have?

And what are the qualities of a good station owner?

There aren't any pat answers to these questions but there are many yardsticks that are helpful in looking at a human being, taking inventory and then estimating what chance this blend of personal and mental factors will have in attaining a management goal.

The ways of evaluating managers and owners occupied 63 broadcast executives who took part in the NAB advanced management seminar conducted July 10-22 at the Harvard Graduate School of Business Administration (BROADCASTING, July 25).

These executive students, occupying high posts at their stations, spent the fortnight on Harvard's Boston campus studying actual broadcasting case histories as well as cases dealing with companies outside the industry.

They lived 16 hours a day in a provocative atmosphere of argument in small and large groups and in classrooms. They picked apart successful and unsuccessful companies in an effort to unlock the secrets of good management and analyze causes of failure.

The students observed how owners and managers coped with situations, how they dealt with personnel and unions, how they reached decisions, why they made mistakes.

In this academic process of case studying, the broadcasters found they were actually analyzing themselves.

They served as guinea pigs in a Harvard management research project—a psychological survey dealing with the subject, "What do station managers think of their owners?" (See results of survey, page 56.)

Stimulating Case ■ One broadcasting case involved the troubles of radio station JABE (the call letters are fictional, the facts real). This harrassed station had more than its share of operating miseries, ascribed by the 63 broadcasters to all sorts of causes. The students took a vote on the type of job being done by JABE's manager. (See story of the owner-manager conflict, page 55.)

The fortnight of study and classroom exchanges produced a series of basic principles applying to managers and station owners in broadcasting, an industry caught between public and private forces. The principles aren't new; they're merely orderly statements or rules-of-thumb that make or break a business.

Behind all the case studies is an oft-mentioned management guide, cited frequently during the seminar; "Earn a profit while preserving and developing the enterprise."

Simple, of course. But the classroom reviews showed how a business can be wrecked if any one of the three elements in the rule is ignored.

Here are general observations about the qualities needed by broadcast managers and owners that were emphasized by Harvard faculty members at the end of the two-week management course:

- Managers must have the ability to appraise particular situations and reach decisions.
- They must think of ways to attain objectives.
- Successful managers comprise almost as many blends of individual traits as there are broadcast stations; this is complicated by the fact there are many criteria of success.
- They must think in systematic ways about their jobs and what they are doing.
- They must frequently reappraise their associates and human problems, learning to take their associates' points of view.
- In the case of advertising they must think of the whole marketing operation.

Haas, KIRO-AM-TV Seattle; Lawrence F. Haeg, WCCO Minneapolis; Carter Hardwick, WSFA-TV Montgomery, Ala.; C. George Henderson, WSOC-TV Charlotte, N.C.

Third row: William A. Hillebrand, WMHE-FM Toledo, Ohio; Jon A. Holiday, WHYE Roanoke, Va.; William Holm, WLPO LaSalle, Ill.; Dan Hydrick, WGH Newport News, Va.; James F. Jae Jr., KHMO Hannibal, Mo.; Joseph O. Jasmin, WKNE Keene, N.H.; Theodore Jones, WCRB Waltham, Mass.; Jon S. Kelly, KCRA-TV Sacramento; Robert B. King, WSOY Decatur, Ill.; Charles H. Kingsley Jr., KHSL-AM-TV Chico, Calif.; T. B. Lanford, KALB-AM-TV Shreveport, La.; Homer Lane, KOOL-AM-TV Phoenix, Ariz.; Herbert W. Lester, WOIA Ann Arbor, Mich.; William A. Martin, KMMJ Grand Island, Neb.; Dale G. Moore, KGVO Missoula, Mont.; Roger B. Read, WKRC-AM-TV Cincinnati; Charles J. Saunders, KCLS Flagstaff, Ariz.

Back row: William H. Rines, WCSH Portland, Me.; Bob A. Roth, KONO San Antonio; Robert H. Sauber, WTIV Titusville, Pa.; James Schiavone, WWJ-TV Detroit; Chester L. Thomas, KXOK St. Louis; Norman A. Thomas, WDNT Chattanooga, Tenn.; Kenneth I. Tredwell Jr., WBTV (TV) Charlotte, N.C.; Robert S. Tyrol, WTIC Hartford, Conn.; George K. Utley, WFAA Dallas; Lew Van Nostrand Jr., WMT-TV Cedar Rapids, Iowa; Irving C. Waugh, WSM-TV Nashville, Tenn.; Raymond W. Welpott, WRCV (TV) Philadelphia; Louis S. Simon, KPIX-TV San Francisco; Warren P. Williamson III, WKBN-AM-TV Youngstown, Ohio; C. Wayne Wright, WALM Albion, Mich.; Selvin Donneson, WWRL Woodside, N.Y.

■ They must be sensitive to the responsibilities of owners.

■ They must set their own goals.

Owners, too, have obligations. Some of these were brought out in classroom discussion, others in the psychological survey. Here are some of the things owners should do:

■ Specify financial, program goals.

■ Provide working conditions suitable for successful management.

■ Make clear the type of station image they desire.

■ Understand the broadcasting industry.

■ Live up to rules specifying the authority their managers enjoy.

■ Maintain liaison with managers.

■ And they must be sensitive to their responsibilities as licensees.

Study of a manager in trouble

"You'll never make it, Larkin."

Jack Larkin, manager of radio station JABE (fictional call for a real operation), muttered "here it comes" under his breath.

"I'm sure we'll hit the target, sir," he replied to Dean Merrill, his industrialist-owner on the other end of the phone.

"The ratings are awful," Merrill went on, "and you'll have to overhaul the programs. We'd better have a conference—quick."

Jack Larkin faced up to a showdown with his owner, fully aware that JABE's latest fiscal and audience reports looked bad on the surface. But he was certain he could take JABE over the hump.

He was upset. Owner Merrill hadn't been in touch with him in months. He'd been given three years to pull JABE out of the deep red to the break-even point. The term wasn't even half over and now Merrill was on the prod.

What to Do ■ The troubles of JABE were real, very real, and typical of radio operations. The JABE case was one of a series of actual business episodes dissected and discussed at the NAB advanced management seminar at Harvard's graduate business school.

Larkin was boosting his sales brilliantly but his losses were heavy and the ratings horrible.

What would you do if you were Merrill? Fire Larkin?

JABE's Headaches ■ This regional station (5 kw 920 kc) is affiliated with XBC network. Its sister station, JABE-TV, is an XBC-TV network affiliate.

There are six other regionals and two tv stations (besides JABE-TV) in this industrial area of 1.25 million people. JABE is fifth in radio ratings.

Merrill bought the money-losing radio outlet in late 1958 from John Rowe, who retained ownership of JABE-TV. Rowe was friendly with the executives at XBC network. He had insisted that Larkin use a lot of XBC radio programs because he was afraid of losing his XBC-TV affiliation for JABE-TV.

Lacking broadcast experience, Merrill called in Larkin when he took over JABE. Larkin laid out a three-year plan—shift to personalities with middle-of-road popular music; cut staff costs through negotiations with the union for combo men; allot $25,000 a year for advertising and promotion.

After contacting a management consultant, Merrill accepted the Larkin proposal. This was based on a projected $80,000 loss in 1959; $40,000 loss in 1960; break even in 1961.

JABE had lost an average $18,000 yearly under Rowe's ownership. After the station's rep approved the program changes, Merrill gave Larkin the go-ahead and let him run the station.

The Ink is Red ■ Instead of an $80,000 loss in 1959, Larkin turned up with a $92,000 deficit which he ascribed to a heavy separation fee paid an old employe and to higher payroll costs (which he is trying to bring down). National-local sales in the first four months of 1960 averaged a fine $4,450 monthly above the same 1959 months, helped by a rate boost.

Larkin figured in mid-May he would end up with a $23,000 loss for 1960, actually $17,000 less than the $40,000 loss he originally had projected in late 1958 when Merrill took over. In mid-1961 he expects to reach the break-even point, aided by use of remote

WHAT'S WRONG WITH STATION OWNERS

What do station managers think of their owners?

A prominent psychologist has taken an appraising look at broadcast owners as seen through the eyes of their managers.

What he saw was revealing.

In essence, he found that station managers believe ownership can improve both benefits and properties by providing a better work environment or climate for their managers.

The psychologist was Prof. Renato Tagiuri. The scene was the broadcast management seminar conducted July 10-22 by NAB at the Harvard Graduate Business School.

Prof. Tagiuri asked the 63 seminar students, all in the upper executive bracket of stations and group properties, (1) what they thought of their work environment or climate and (2) what sort of conditions they wanted to do their best work.

He found these recurrent comments in answers to the questionnaire, which was blind:

- Owners inadequately define policies.
- They allow (a) too little freedom; or (b) they allow too much freedom for the manager.
- There's not enough chance to do things in depth, with high quality.
- The work climate offers many rewards such as good pay, quick rewards for efforts, a sense of power in relation to the community.
- Pressures are severe. The time element, business competition, government regulation and the constant demand for new ideas were cited.

What kind of an industry is broadcasting?

Prof. Tagiuri's examination of the industry through managers' eyes produced these descriptive terms: stimulating, exciting, fast, hectic, novel, aggressive, growing, changing, challenging, fascinating, full of pressures, rewarding, superficial, powerful, informal, hamstrung, irresponsible, provides a service to the public.

Next Prof. Tagiuri asked the broadcast managers to describe what type of environment they need for effective work. They listed these needs:

- A sense of creation.
- A sense of their own contribution.
- A sense of responsibility.
- Plenty of authority.
- A chance to develop satisfying relationships within the station team.

In his discussion of the survey results during the seminar, Prof. Tagiuri said he found frequent complaints of vague and impractical ownership policies. "Many of you say there is no ownership recognition of achievement," he said. "There appears to be a feeling that a clear relationship is lacking between ownership's policy and freedom of management choice.

"Some of you must make guesses if policies are not clear. Others say they have a feeling of control over the station. One of you observed, 'I make my own climate and I'm stewing in it.' Another said, 'It's hard to get a share of profits or a piece of the station.'

"The small-family feeling exists at many of your stations. A minority said operation of a station need not be hectic but can be conducted in an atmosphere of quietness, a quality of 'peaceful hecticness'."

Prof. Tagiuri offered this personnel formula for management guidance: "Suspended judgment will help you avoid errors in evaluating people."

A specialist in social psychology, Prof. Tagiuri has been a member of the Harvard faculty since 1951. As a teacher in the advanced management program he has conducted a series of studies on the executive climate and is an author of several dozen psychological papers. He is a member of the American Psychological Society, American Sociological Society and other professional groups. He is best known for his work in social perception.

technical gear and combo men. He boosted sales by taking over the sales department himself. He wasn't satisfied with the sales manager he had hired.

The new JABE format had failed utterly to raise the station's No. 5 position in the seven-station market, as of May 1960. JABE's spot rates were very low, with attractive package deals.

What would you do? Would you relieve Larkin of his job, if you were Merrill? Or let him go through with the three-year agreement?

What's wrong with owner Merrill? And with Larkin?

Confronted with the detailed facts of the JABE case, including financial exhibits, the 63-broadcaster class at Harvard offered a varied array of comments and suggestions. They are summarized this way:

What should Merrill, the owner, do?

- Keep his hands off Manager Larkin until the three-year agreement ends in 1961.
- Demand doubling of JABE's income.
- Establish policy with Larkin, specifying profit goals, share of market, image desired and standards of measurement control. His only goal is to make money, yet he hasn't set policy though he went to a consultant.
- Having failed to take an active ownership role in JABE, he should (1) get a new manager; (2) put him on an override basis, learn his duties and responsibilities as a station owner and become familiar with the industry.
- Tell Larkin he's disappointed and give him a pep talk..
- Realize he can't expect to cut ex-

Seminar head ■ NAB's advanced management seminar at Harvard graduate business school is directed by Dr. J. Sterling Livingston, of the school's faculty. The 1960 seminar, held in July, included a series of case studies based on actual business histories and followed the pattern of the first seminar held in the summer of 1959. Five other members of the school faculty took part in the course. A leading authority on business administration and management, Dr. Livingston also is head of Harbridge House, management development and consulting firm.

YOU MAY NEVER SPEND 133 DAYS ON A RAFT*—

BUT... WKZO Radio "Rescues" Sagging Sales In Kalamazoo-Battle Creek and Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio's tremendous popularity keeps your product right in the thick of things in Kalamazoo-Battle Creek and Greater Western Michigan.

It's a big, growing market, and WKZO Radio produces a total audience *32% larger* than that of any of its other stations. Furthermore, Pulse (see left) rates WKZO a solid first in *345 of 360 quarter hours* surveyed, Monday through Friday (6 a.m.-Midnight)!

Ask Avery-Knodel about reaching more people, more often in Kalamazoo-Battle Creek and Greater Western Michigan with WKZO Radio.

**A British merchant seaman survived a record 133 days on a raft after his ship was torpedoed in 1943.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

penses quickly and have a fast profit.

What should Larkin, the manager, do?

- Demand a showdown with Merrill, throwing the whole situation at him.
- Hire an adequate news staff; do the best local news job in the market.
- Give the market the music it wants to hear.
- Cut costs, balancing costs to income; cut net losses.
- Improve local image by developing strong news and community public service; editorialize on local matters.
- Go to Merrill and say, "You haven't given me all your objectives. What are your community as well as your financial objectives?
- Improve the programming; he won't make it in 1961 the way he's going. Hire strong program and sales managers.

Is Larkin a good manager? Here are some of the students' answers:

- Sales are poor in terms of the market.
- JABE isn't well run.
- Larkin has wonderful ability to deal with the union.
- Payroll and program costs are much higher.
- Too much is being spent on programming.
- He tried to buy his way into a profit.
- He doubled sales in about a year; therefore he was doing a poor job before Merrill bought the station.
- He's doing about what he said he'd do: he shook up the station, increased sales, negotiated personnel savings with the union. "Why are we beating him?"
- He should have improved ratings.
- Merrill is not competent to evaluate programming.
- Unless pressure is put on Larkin, he's not going to develop.

Here's how broadcasters rated Larkin, the manager: good, 12%; bad, 25%; mediocre, 63%.*

*But not necessarily bad or mediocre enough to be fired.

Metropolitan predicts $50 million '61 gross

Metropolitan Broadcasting Corp., which had already served notice it will gross $40 million this year, predicts it will gross $50 million in 1961.

John W. Kluge, chairman and president, told the San Francisco Security Analysts Society last week, that first half earnings for 1960 already are $2.6 million ahead of the full year 1959—$19.1 million vs. $16.5 million.

Roughly half of the 1960 income total is expected to come from Foster & Kleiser, West Coast outdoor advertising company Metropolitan acquired in March this year. The 1961 prediction will have the benefit of a full year of Foster & Kleiser income, whereas the 1960 total will include only 10 months.

Mr. Kluge said Metropolitan's second quarter in 1960 brought in $12.2 million in sales, which came down to $597,235 in net earnings (35 cents a share). First half net earnings on the $19.1 mil-

Shoestring etv is practical

Educational television on an economy-sized budget. That's the story of KRET (TV) Richardson, Tex.

It is an unusual project, hailed in "think big, talk big" Texas as the first low-cost, low-power tv station in the nation to be wholly owned, operated and financed by a small, independent school district. The outlet, which went on the air about three months ago, cost the Richardson Independent School District $30,000 for studio and control room and transmitting equipment approved by the FCC. Another $45,000 was spent on the installation of a receiving antenna for each of nine participating schools, wiring for 250 classrooms and 60 custom-made, portable tv receivers.

RICHARDSON TEACHERS
Before and behind the cameras

KRET uses uhf ch. 23. The town fathers of Richardson originally had thought of installing a closed circuit educational system. But in exploratory talks with Mort Zimmerman, president of Electron Corp., Dallas, manufacturer of closed circuit and broadcast tv equipment, they learned of the unused ch. 23. Officials also were satisfied that Electron's low-power transmitter range of 20 miles was ample to bring a clear signal to all of Richardson's schools.

Richardson school officials believe the system is tailor-made to their needs: It enables the community to maintain supervision and control over the programming.

KRET beams Spanish and social study classes to Richardson schools and plans science instruction, nighttime adult education classes and in-service training seminars for teachers. Operational costs? Approximately $20,000 annually covering the salary of one licensed studio technician and released-time pay for tv teachers.

To add "atmosphere" to the sales pitch...

RCA Special Effects!

French chef sprite is electronically . . .

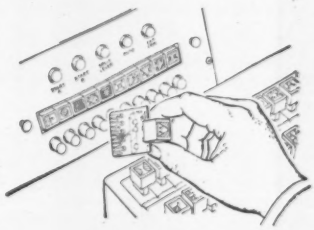
fitted into a backyard scene

Products of your local sponsors can be given that "distinctive" appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add "atmosphere" details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. JD-278, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.



RCA Special Effects Panel

One of a series on
"HOW ADVERTISERS
ARE SOLD"

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

TV'S 'SPECIAL SITUATION' MAN

His business: handling sales problems regular outfits can't lick

Rodney Erickson has a knack for turning tough sales problems into profits. It's giving him a reputation as a "sales specialist," forerunner of a possibly new species in television.

Mr. Erickson also is becoming wealthy. He and money get along well. Already this friendship is showing up in Mr. Erickson's assets which look like this: Part of his first $1 million has been acquired in the worth he places on his Rodney Erickson Enterprises Inc. and interests in Canada and England. He owns 50% of Cantel Ltd., Toronto, which sells to programs in Canada, and is a director of Walton-On-Thames Studios and Sapphire Films Ltd. in London. Then there is a respectable stock portfolio that's being fattened by a Warner Bros. contract with stock options which keeps him "on the payroll" until August 1961.

Mr. Erickson has just sold for a profit a half ownership he had in a Philadelphia brokerage firm (Valley Forge Securities). He has an art collection valued at more than $100,000; a four-story brownstone on New York's upper East Side; a collection of limited book editions; a new Rolls Royce.

The Young Veteran ■ Mr. Erickson likes to think of himself as one of a select group of people in the tv advertising business: the second generation who made a career in an already growing broadcast world.

Rod Erickson is not one to pick at one knot at a time. He's most at ease when he has a lot of things "working" for him. The latest: a plan to be the organizing "catalyst" (a favorite Ericksonism) in a new talent agent enterprise made up of "top independents."

Three "great companies" formed the building blocks for the Erickson career:

CBS—His service at this company, he feels, gave him an insight in the world of production, made him familiar with the broadcast medium and with the kind of people who manage it.

Procter & Gamble—To P&G, he says, "I owe a lot of money" for the knowledge it imparted. P&G, he notes, has "management in depth" and ever since he has worked there, he has made it a practice to hold some stock in the company. During his P&G service he was supervisor on 44 different radio shows.

Young & Rubicam—Here he spent 10½ years and it was this company that taught him the "philosophy of doing business." At Y&R (started in January 1948) he was first a producer on various top programs. There he lived through a "transition of the tv business." The advertising agencies, he recalls, were getting out of show production and becoming a business.

At Y&R, Mr. Erickson's training in the tv business world went into high gear. He was one-third of a three-man team that went out to "sell" the broadcast media to advertisers. Sam Thurm (now a top tv executive at Lever Bros.) handled research from the media point of view and James A. Shulke (now a vice president in charge of Paramount Pictures' KTLA [TV] worked up the tv presentation for which Mr. Erickson provided the "voice over").

Simply stated: "We sold television to clients intelligently and logically." And, that's what he feels he has been doing ever since.

A New Era ■ At Y&R also there came the new age of television with which Mr. Erickson has become a skilled expert. This was the era of "legal, media and negotiation and less supervision or selection of programs."

From Y&R (he left in 1958 as vice president, general manager of tv, stockholder and member of the plans board as well as a producer and tv contact). Mr. Erickson struck out on his own. At Warner Bros. he became a vice president in charge of tv sales worldwide. There as one of five veeps in the whole company he was needed most for the help he could render to ABC-TV in selling Warner Bros.-produced tv series to advertisers.

His ability to provide the catalytic agent to agency negotiations with Warners and ABC-TV came into good stead. Principally he took the "fear" of Madison Ave. out of the motion picture firm. His sales specialty was taking recognizable form.

When his amicable severance with Warner Bros. was accomplished just after the first of this year, Mr. Erickson formed Rodney Erickson Enterprises Inc. which he uses principally in television activity. His various blueprints for the firm were put aside at the call of NBC.

Third-Rounder ■ The network hired Mr. Erickson as a non-exclusive specialist and paid him a fee and expenses to grease the skids for sale of the election-convention package. "At the outside, we thought the job would take two months." It took five. He found, for one thing, he was making "third-round calls"—NBC salesmen had been there twice before.

What did he do at that point? "Saloon selling" was his answer. This term—as used by Mr. Erickson—denotes a "softening up" of a client. "You never call on anybody, you meet with them" for drinks and food.

His third big sales opportunity? Sam Goldwyn Productions has now hired Rodney Erickson Enterprises to sell a package of 55 motion pictures to tv—the package never before released to the medium. For this stint, he is receiving a retainer against commission.

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lion sales were $747,924 (44 cents a share). He predicted full year earnings would reach $1.25 per share, compared to 91 cents last year. As Metropolitan has 1,699,012 shares outstanding, Mr. Kluge seems to anticipate earnings around $2.1 million on this year's projected $40 million in sales.

Mr. Kluge extended his predictions as far as 1962, when he said the company expects income of $12 million (before interest, depreciation or taxes), and an after-taxes net of $2.70 per share.

Metropolitan's broadcasting properties include WNEW-AM-TV New York; WTTG (TV) Washington, WTVH (TV) Peoria, Ill.; KOVR-TV Stockton, Calif., WHK Cleveland, and WIP Philadelphia. It has purchases pending FCC approval for WTVP-TV Decatur, Ill., and the World Wide Broadcasting System, an international broadcasting concern.

• Media reports

New affiliates ■ Four stations have joined the Intermountain Network as affiliates, boosting the total to 54. New members are KGEZ Kalispell, KOJM Havre, KPRK Livingston and KDBM Dillon, all Montana. Intermountain stations are located in Utah, Idaho, Montana, Wyoming, Colorado, Nebraska and Nevada.

Scholarship ■ KABQ Albuquerque, N.M., in cooperation with the *News-Chieftain*, newspaper that city, has established a scholarship fund for needy freshmen, both male and female, attending the U. of New Mexico, who live in Bernalillo County, are of Spanish-American descent and speak Spanish. The first goal of the campaign will be to raise funds for 20 freshmen for the 1960-61 school year. The sponsors will contribute $1 for each new subscription to the paper. All subscribers will be listed as doners in the paper and will be announced over KABQ.

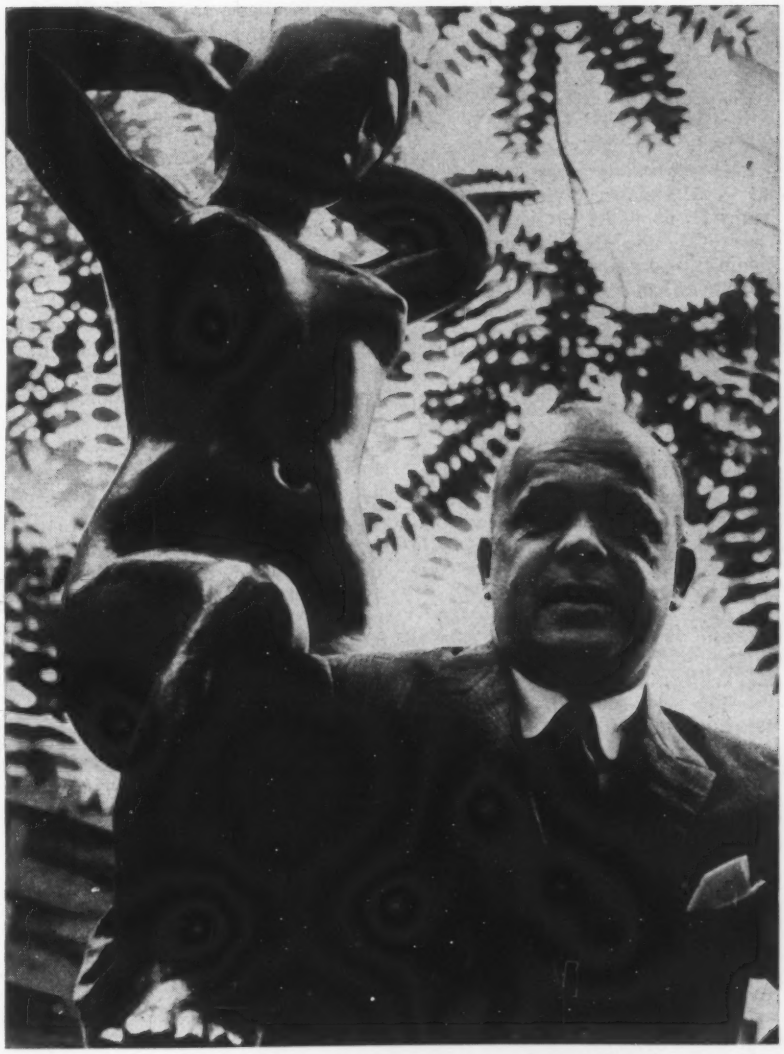
Again a tough sales nut to crack but a sizable potential profit.

Mr. Erickson puts his thoughts together this way: "The most fertile field for the relatively young man in this business is the motion picture industry. It is best equipped to produce tv entertainment and yet it is directed by "aging management."

Midwestern Origin ■ Mr. Erickson was born in Chicago in July, 1916. He attended the U. of Iowa where he was active in dramatics. He produced plays written by another student, Tennessee Williams, and was a roommate of Lemuel Ayers who became a Broadway producer connected with such hits as "Kiss Me Kate" before his death.

He broke into broadcasting as a producer for NBC in Washington in 1939. From there his path was erratic but generally upward: general manager, Hunterdon Hill Playhouse in New Jersey (1940); producer, WHP Harrisburg (1940-41); producer of such CBS New York radio originations as *Easy Aces* and *Aunt Jenny* (1941-43); a short stint in 1943 as assistant head of radio at Foote, Cone & Belding and executive producer of Lucky Strike *Hit Parade* until he and his whole department were fired by the famous George Washington Hill; comedy director at NBC (1943-44); radio supervisor at Procter & Gamble (1944-46); program director of WOR New York (1946-47). He left WOR to return briefly to Foote, Cone & Belding as radio account executive and from there went to Y&R.

Manhattan Home ■ The Ericksons (he's married to Jean Norris Erickson, who once worked at Y&R) live in a four-story brownstone in the 90s on the East Side of Manhattan. A ground floor patio comes off the kitchen, providing space for his expensive statuary (see picture) and for outside play of his five children (three girls, two boys ranging from 9 years down to 4 months).



Collector ■ Among substantial acquisitions that Rodney Erickson has bought from his earnings in recent years is this statute that stands in the garden of his Manhattan town house. It's "Bather Fixing Her Hair," a first-cast in bronze by Aristide Maillol, and it's insured for $50,000. Mr. Erickson has other sculpture and paintings in a collection he values at $100,000. He thinks of the collection as an investment in capital as well as in aesthetics, and he counts its value in computing his assets that are mounting toward the goal he set for himself—to be a millionaire at age 45. He's now 44.

Etv gift ■ Gerity Broadcasting Co., licensee of WNEM-TV Bay City-Flint-Saginaw, Mich., has donated tv equipment valued at $54,000 to Flint Junior College. The gift includes two complete camera chains with the various units needed to reproduce film and still pictures on tv. In addition WNEM-TV's engineering staff will give the college technical assistance and other possible aid in installing and using the television equipment.

New reps. ■ New England Spot Sales Inc., radio-tv station representative, recently opened offices in Suite 401, Statler Hotel Bldg., Boston. Charles Bell Jr., formerly with WHAY Hartford, Conn., and prior to that vice president of the Connecticut State Network, is president and general manager. For the past year he has been executive assistant to the general manager of WHCT (TV) Hartford. He said the new firm will represent New England stations primarily but a limited number of properties outside that area will also be handled through an affiliation with a national representative in New York.

Signing on ■ J. Francke Fox Jr., president of Radio Fountain City Inc., has announced that WFCT Fountain City, Tenn., will go on the air Aug. 15. The station will operate on 1430 kc with 1 kw from 5 a.m. to sunset daily. WFCT, with studios and offices at 5041 N. Broadway, Knoxville, Tenn., is represented nationally by George P. Hollingbery Co., and regionally by The Kentucky Sales Co. James M. Welsh is general manager; J. Horton Davis is commercial manager.

In ABC fold ■ Two Nebraska tv stations signed last week to join ABC-TV as primary affiliates on Feb. 2, 1961. KHOL-TV Kearney and KHPL-TV Hayes Center both owned by the Bi-States Co., make a total of six stations

to switch their primary affiliations to ABC-TV in the past two months, the network announced.

Crash program ■ WLBW-TV Miami will go on air on ch. 10 Sept. 16, two months after FCC ordered National Airlines to vacate the channel. The air date was announced last week by Charles H. Topmiller, president of L. B. Wilson Co., the ch. 10 grantee. Mr. Topmiller also reported that H-R Representatives had been appointed by the new station.

New sound ■ WLAC Nashville has announced it is switching to a good music formula. By "good music" it means favorite standards (all albums) recorded by top artists. Loud stations promotions and "ear-jangling sound effects' as well as anything resembling rock 'n' roll are taboo. Station commercials, newspaper and transit ads in addition to letters to WLAC's full account list heralded the change.

Agency education ■ WSB-TV Atlanta has instituted a series of studio advertising clinics to acquaint agency and advertiser personnel with modern techniques at the station level. A dozen agency or advertiser guests are invited to each clinic, which features a video taped feature on techniques with a question-and-answer period following it. The same three producers and one announcer who appear on the tape handle the discussion period.

New fm outlet ■ WTOL-FM Toledo, Ohio, signed on the air last month with 50 kw at 104.7 mc. Its broadcast area includes northwestern Ohio, southern Michigan and northeastern Indiana, it was announced. The station uses Programatic Broadcasting Service, an electronically controlled, time-synchronized tape playback machine, and features a policy of many kinds of music with a minimum of interruption. Three programs a week feature stereo in conjunction with WTOL. The station signs on weekdays at 7 a.m. and signs off at 1 a.m. Saturday's sign-on time is 7:45 a.m. WTOL-FM is companion of WTOL-AM-TV.

New home ■ KGMC Englewood, Colo., has moved its headquarters and facilities to new modern quarters at 3 W. Princeton St. Since 1952 the station had been located in the Englewood Park-N-Shop Center. The new building includes five soundproof studios, including a completely equipped newsroom, on the upper level, along with executive offices, continuity, bookkeeping and clerical offices. On the lower level are offices for sales personnel, engineering, storage and a large meeting room. KGMC held open house last week for listeners advertisers and community leaders throughout the Denver area.

H-R adding two offices

H-R Television and H-R Representatives Inc., New York, are adding two southern cities to their list of 10 U.S. branch offices by opening their Atlanta and Dallas offices in September. Clarke Brown Co., which had been repping for H-R stations in those areas, discontinues affiliation with H-R on Sept. 30.

Bill R. McRae, who opened Atlanta for Clarke Brown and H-R stations in December 1954, will manage the new Atlanta office (1182 Peachtree St.). With Clarke Brown, Mr. McRae had become vice president and later executive vice president responsible for sales in six southeastern states. Robert G. Dalchau has been appointed manager of Dallas (211 North Ervay Bldg.). He had been regional manager for United Artists Corp. covering 10 states in the south.

Capital earnings up

Capital Cities Broadcasting Co. reported July 29 that net income for first six months of 1960 amounted to $455,870, an increase of $234,821, over comparable period last year. Net earnings per share were equal to 40 cents, as against 19 cents for the 1959 period. Company owns and operates WROW-AM-FM Albany, N.Y.; WTEN (TV) Albany, N.Y.; WCDB (TV) Hagaman, N.Y.; WCDB (TV) Adams, Mass.; WPRO-AM-FM-TV Providence, R.I.

Outstanding Exclusive Properties

MIDWEST ***$450,000***

Dominant fulltime facility with considerable real estate. Gross well in excess of $300,000. Profits increasing. $125,000 down. Liberal payout.

MID-ATLANTIC ***$325,000***

Outstanding fulltime operation in an excellent Mid-Atlantic market. Consistently profitable. 29% down, balance over seven years.

MAJOR MARKET ***$235,000***

Unusual opportunity to obtain a good daytime facility that covers one of the top ten markets in the east. $50,000 down, balance liberal terms.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

Changing hands

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 87).*

■ WPEO Peoria, Ill.: Sold by William Dolph and Herbert Pettey to J.W. O'Connor and Frank Babcock for $350,000. Mr. O'Connor has interests in WBOW Terre Haute, Ind.; KLEE Ottumwa, Iowa, and WCVS Springfield, WJRL Rockford, both Illinois. Mr. Babcock owns 50% interest in KWNT Davenport, Iowa.

■ WORL Boston, Mass.: Sold by Joseph A. Dunn and associates to Richard D. Buckley and John B. Jaeger for $300,000. Buckley-Jaeger group own WHIM Providence, R.I.; WDRC Hartford, Conn.; and KGIL Los Angeles. Commissioner Robert T. Bartley dissented.

KSOO-TV on the air; form regional network

The nation's newest tv station took to the air July 31. KSOO-TV (ch. 13) Sioux Falls, S.D., officially beamed its first programs on that date in the presence of numerous state and local officials, civic leaders, and station executives.

Taking part in the dedication ceremonies were Governor Ralph Herseth of South Dakota, Governor Orville Freeman of Minnesota, Senators Karl Mundt and Frances Case and Congressman Carl Anderson. Host was KSOO's president and general manager, Morton H. Henkin, principal owner of the new station.

MR. HENKIN

The ch. 13 facility operates with a maximum power of 316 kw. Its 1,117-ft. tower is said to be the tallest structure in South Dakota.

KSOO-TV broadcasts a full NBC network schedule including 28 hours per week of color, and some ABC programming.

The new station has formed a regional network with KORN-TV Mitchell, S.D., and KCMT (TV) Alexandria, Minn. Its am affiliate, KSOO, celebrated its 33rd anniversary in July.

In addition to Mr. Henkin, the station is manned by 75 full-time employes including Tom Barnes as executive vice president, Wade Patterson, general sales manager, Ed Starr, operations manager, Julius Hetland, vice president for engineering and Max Pierce, technical director. National sales representative for KSOO-AM-TV is Avery-Knodel, New York.

Broadcast wages among top in nation

Wages and salaries paid broadcast personnel averaged $7,418 last year, surpassed only by salaries and wages paid by security and commodity brokers and dealers, according to figures published by the U. S. Dept. of Commerce.

The 1959 broadcast payments compare to $7,128 in 1958 and $6,756 in 1957. Figures apply to 79,000 full-time employes.

In an analysis of national income by industries, the department said the income from radio and tv broadcasting in 1959 totaled $790 million compared to $756 million in 1958 and $716 million in 1957. (Income is defined as the sum of wages and salaries paid out plus interest and rental income.)

Personal expenditures for radio and tv sets, records and musical instruments totaled $3,497 million in 1959, the department found. This compares with $3,067 in 1958 and $3 billion in 1957.

Total compensation of broadcast industry employes was $601 million in 1959 compared to $568 million in 1958 and $539 million in 1957. Of these totals, wages and salaries provided $586 million in 1959, $556 million in 1958 and $527 million in 1957.

First Taliesin station

Taliesin Stations, a midwestern fm station group, plans to go on the air with its first station, WDTM (FM) Detroit, in September. A tower, 150-feet tall, is being constructed atop the Cadillac Tower Bldg. This will make an overall height of 560 feet from which the 61 kw signal will be emitted. WDTM's studios will be located on the 20th floor of the building. The tower and broadcasting equipment will be supplied under prime contract with RCA. Taliesin Stations also has FCC permission to construct stations in Milwaukee, Pittsburgh and Cincinnati.

Agency appt'm'ts

- WNAB Bridgeport, Conn.: New England Spot Sales, Boston, as regional representative.
- KAYO Seattle, Wash.: John E. Pearson Co. as national representative.
- KENO Las Vegas, Nev.: Torbet, Allen & Crane as representative for western states. Jack Masla & Co., affiliated with TA&C, handles KENO's eastern and midwestern sales in New York, Chicago and St. Louis.
- WSEE-TV Erie, Pa.: Devney-O'Connell, N.Y.
- WKIS Orlando, Fla.: Devney-O'Connell, N.Y.
- WLYN Lynn, Mass., and WTSA Brattleboro, Vt., both Puritan Network stations: Kettell-Carter Inc. as New England representative.
- WDEE Hamden-New Haven, Conn.: New England Spot Sales, Boston, as regional representative.
- KMEL Wenatchee and KLOQ Yakima, both Washington; Torbet, Allen & Crane as western sales representatives, Jack Masla & Assoc. for representation in East and Midwest.
- WMTN Morristown, Tenn.: Spot Time Sales Inc.

STATIONS FOR SALE

EASTERN

Excellent buy in middle-atlantic area. Single station market priced to sell. Owner-operator could do $75,000 easily. Asking $80,000 on terms.

South-atlantic single station market asking $160,000 with 29% down. 1960 fiscal cash flow $35,000 approximately.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Single station market with 50,000 people in trading area and retail sales of about $45,000,000; 1960 gross will be approximately $75,000. Price of $140,000 can be negotiated.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

One-kilowatt fulltimer in single station market. $40,000 net quick assets and $50,000 in real estate, beautiful building, fully equipped. $215,000.00, $100,000.00 down, six years to pay. This station is operating at a substantial profit with 70 percent of its business on annual contracts.

250-watt fulltimer, single station in rich West Texas market, owns valuable land at transmitter site. $125,000 with 29 percent down and five years at six percent. This station has a long history as a good money maker.

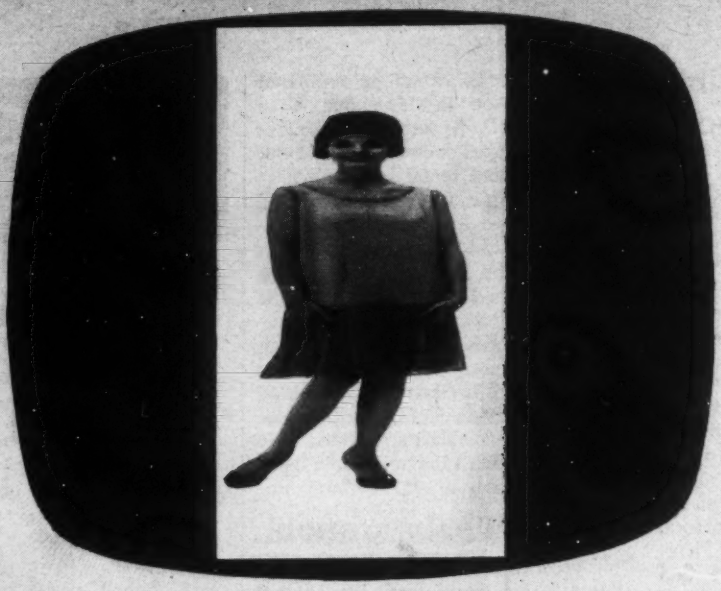
DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

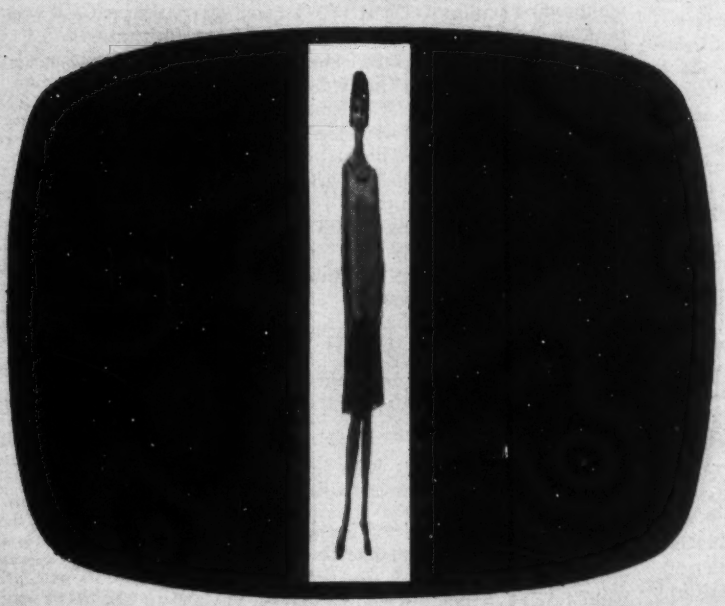
Fulltme radio station in one of fastest growing areas in U.S. Good ownership income on annual gross in excess of $300,000.00. Sale of stock includes good real estate plus cash and receivables.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

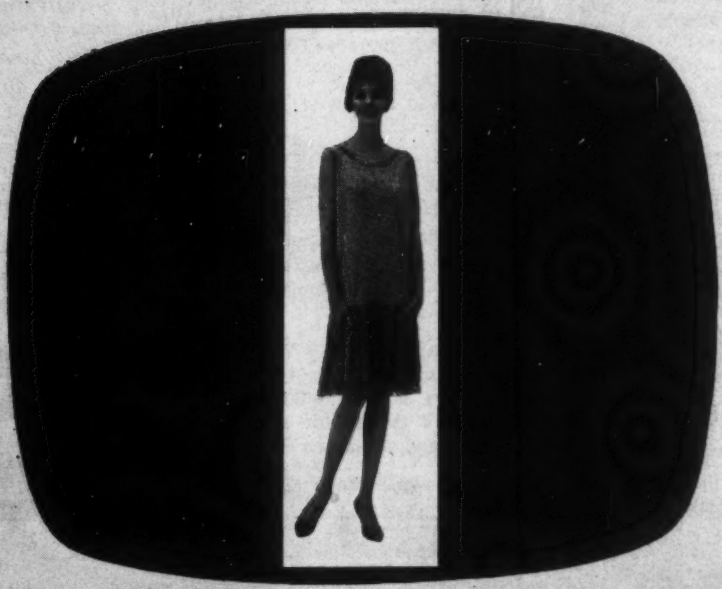
HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING



WON'T SHRINK



WON'T STRETCH



ALWAYS STAYS THE SAME

In TV too... Film does the "impossible!"

Like to show something that doesn't happen—really can't happen? Want to show the "No!"—thus emphasize the "Yes!"? Chemstrand Nylon did it brilliantly ... visually squeezed a whole selling sequence into a few film frames.

Adaptable! ... That's the way it is with film!

Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
The Chemstrand Corp.
ADVERTISING AGENCY:
Doyle Dane Bernbach, Inc.
PRODUCER:
Transfilm-Caravel, Inc.

ANOTHER GO AT CH. 12 GRANT

'Ex parte' issue up again; FCC orders rehearing

A sixth tv case will be reheard by the FCC because of allegations before the House Legislative Oversight Subcommittee that *ex parte* pressures were brought to bear

The commission announced last week that its Aug. 31, 1958, grant of ch. 12 in Jacksonville, Fla., to Florida-Georgia Tv Co. will be reopened to determine (1) if any commissioner should have disqualified himself, (2) whether anyone influenced or attempted to influence any commissioner, (3) whether any party in the proceeding "directly or indirectly secured, aided, confirmed ratified or knew of any misconduct or improprieties . . ." and (4) whether the grant was void *ab initio* (from the start) and if not, whether such grant is voidable and should be set aside and whether any of the applicants should be disqualified or receive a comparative demerit.

Charges of *ex parte* contacts and that the vote of one member of the FCC—former Commissioner Richard A. Mack—was committed were made before the Oversight Subcommittee in June 1958 (BROADCASTING, June 9, 1958). The late Stephen J. Angland, subcommittee attorney, submitted testimony that off-the-record contacts were made with commissioners on behalf of two of the three applicants, Florida-Georgia (now operating WFGA-TV Jacksonville) and the City of Jacksonville's WJAX.

The third aspirant for ch. 12, Jacksonville Broadcasting Co. (WPDQ), was not involved in attempts to exert pressures, according to Mr. Angland's testimony. None of the principals testified before the subcommittee with Mr. Angland the only witness.

Ch. 12 was given to Florida-Georgia in a 4-2 commission vote that reversed a hearing examiner's recommendation favoring Jacksonville Broadcasting Co. Former Chairman George C. McConnaughey and Commissioner Robert T. Bartley voted for WPDQ and Commissioner T.A.M. Craven abstained. Voting for the winning applicant were Commissioners Mack, Doerfer, Lee and Hyde.

The Winners ■ Florida-Georgia principals at the time of the grant included George H. Hodges, 26%, Alexander Brest, 26%, Harold S. Cohn, 19%, and Wometco Enterprises Inc. (Mitchell Wolfson, Sydney Meyer) 20%. Wometco since has increased its holdings to 47.5% by purchasing Mr. Hodges interest.

Jacksonville Broadcasting Co. is headed by James R. Stockton, president, while the third applicant is municipally-owned.

Four of the six cases reopened by the commission have been Florida tv grants—Miami chs. 7 and 10 and Orlando ch. 9 in addition to the present case. Others are Boston ch. 5 and St. Louis ch. 2. The FCC reopened the Jacksonville and Miami ch. 7 cases on its own motion while the courts remanded the other four.

Earlier Decisions ■ Just three weeks ago, the commission revoked its original grant of Miami ch. 10 to National Airlines and gave its station, WPST-TV, 60 days to go off the air. The commission then gave the channel to L. B. Wilson Inc., only one of the four original applicants which was not involved in charges of improper influences (BROADCASTING, July 18). At the same time, the commission vacated its grant of ch. 5 Boston to WHDH-TV but told the station it could continue on the air pending the outcome of further comparative hearings.

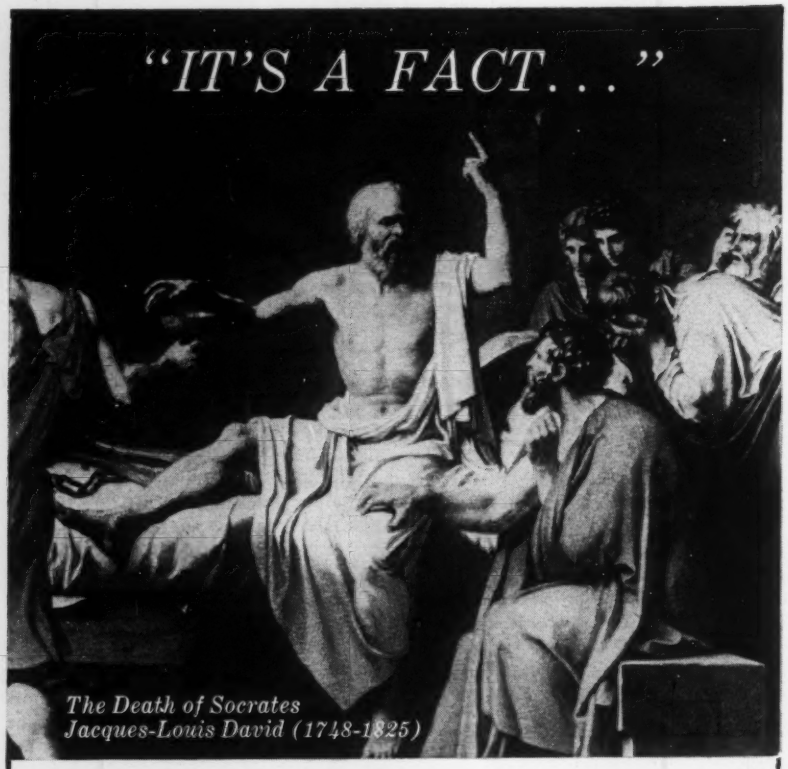
Hearings in the St. Louis and Miami ch. 7 cases also have been completed before special Hearing Examiner Horace Stern, who also sat for the Boston and Miami ch. 10 rehearings. An initial decision in the ch. 7 case is expected next month and the examiner already has recommended that the shift of ch. 2 from Springfield, Ill., to St. Louis and subsequent assignment to KTVI (TV) there is "voidable" but did not specify any comparative demerits for any parties in the case.

LITTLE ROCK REPLY

Three tv stations explain coverage

Two of the three Little Rock tv stations last week formally told the FCC why they blacked-out part of the Republican convention in favor of pleas for votes by local Democratic candidates (BROADCASTING, Aug. 1).

One of them, KARK-TV, asked for the commission's "sympathetic consideration in understanding reasons for the procedure taken. . . ." KTHV (TV) said that it "used its best judgment in efforts to serve the people of Arkansas. . . ." The third station receiving the FCC inquiry, KATV (TV), was given additional time to reply because of the



The Death of Socrates
Jacques-Louis David (1748-1825)

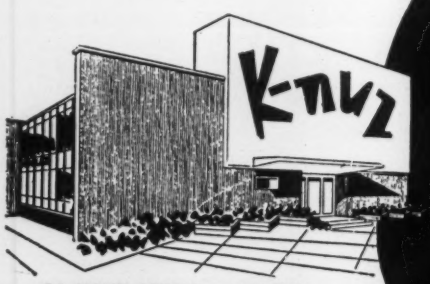
Houston is Sixth in the Nation...

K-NUZ is FIRST in Houston!

NO. 1* BUY

at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS,
JAckson 3-2581

AIMS

MEMBER OF
TEXAS QUADRANGLE

illness of its Washington attorney.

In a July 25 wire to all three stations, the FCC said that it "appeared" they had not complied with the fairness provisions of Sec. 315 by failing to carry that night's session of the Republican convention. They were asked for a full statement.

All three stations had carried local political speeches on the evening of July 25, first night of the convention which also was the state primary election eve. Their coverage of election returns and the convention the following night differed, however.

Both KTHV and KARK-TV repeated last week that had the conventions been reversed—with the Democratic nominating sessions conflicting with the state primary election eve—they would have blacked out the Democrats also. KARK-TV said that it carried the five-day Democratic convention a total of 28 hours, 40 minutes and 20 seconds; the GOP four-day affair 24 hours, 18 minutes and 5 seconds.

GOP Led Demos ■ Had the Republican's run five days also, the coverage probably would have been equal or weighted in favor of the GOP Chicago sessions, KARK-TV said. The station pointed out that on a daily average, the GOP lead the Democrats 365 minutes to 344. All of the GOP convention originated by NBC, except the opening session, was carried by KARK-TV the station said.

"As there was no Republican candidate, as such, in the convention proceedings Monday night and there were legally qualified candidates desiring broadcast time in the state's Democratic Party primary election, our opinion was that the greatest public interest would be served by presentation of the candidates," KARK-TV explained. It was felt that otherwise, we would have been remiss in our obligation to the electorate in the KARK-TV coverage area."

KARK-TV pointed out that it blacked-out 2½ hours of the Democratic convention as offered to NBC in favor of local news and annual remote coverage of the Miss Arkansas pageant from Hot Springs.

Answering a query about the network order, the station said that it received "general information" from NBC that the network would carry both conventions. On June 27, operational data and tentative hours were relayed by the network with additional information on June 30, KARK-TV said that, on July 5, it accepted the NBC conventions coverage with the exception of the evenings of July 12 (the beauty contest) and July 25.

Night Reserved ■ As early as last Feb. 19, Rep. Dale Alford (D-Ark.) had contracted for July 25 prime time on its facilities, KARK-TV said, and a

major part of the time that night had been reserved prior to the convention order.

"Never has it been our intention to discriminate against political parties, candidates, et al, which we sincerely hope is reflected herein," KARK-TV told the commission, "Your sympathetic consideration in understanding reasons for the procedure taken by KARK-TV in this matter would be deeply appreciated and is respectfully requested."

KTHV said that it had warned its network, CBS-TV, in advance that it would be unable to carry all the GOP convention. The station said that candidates customarily reserve election eve time and July 25 plans were made well in advance with this in mind.

In the case of at least two office-seekers, KTHV already had been used by their opponents and the station pointed that it was obligated under Sec. 315 to provide "equal time."

Unlike KARK-TV, KTHV programmed election returns much of the night of July 26. Following receipt of the FCC telegram, the station cancelled locally-produced programs scheduled early in the evening and aired the first portion of that night's convention. It switched to election returns at 7:16 p.m., Central Standard Time, and continued with that programming the remainder of the evening except for live coverage of President Eisenhower's convention speech.

"KTHV used its best judgment in its efforts to serve the people of Arkansas, and this judgment required *complete*, continuous election returns for the entire night. . . ." KTHV told the FCC. KARK-TV carried the convention July 26 with election returns by video only on the bottom of the screen.

CARO CHICANERY? Both bids flunked by examiner in am case

In an initial decision last week classified by Hearing Examiner Thomas Donahue as "not a usual one nor is it a happy one," he found that both applicants for a new am station on 1360 kc in Caro, Mich., should be disqualified.

Mr. Donahue used strong language in disqualifying Caro Broadcasting Co. because of actions by two of its stockholders in an earlier tv comparative case. He disqualified the second applicant, Tuscola Broadcasting Co., because its bid was a "thinly veiled" application backed by another licensee 29 miles away.

Caro is equally-owned by Lloyd L. Savage, Omer K. Wright, Jae D. Kitchen and C. Wayne Wright. The last two own 48% of Triad Tv Corp., unsuccessful applicant for ch. 9 Parma, Mich. Facts support an inference that Triad hired one J. A. Wagner to get *ex parte* presentations before the FCC, the examiner ruled.

"If the arrangement [between Triad and Mr. Wagner] had been set forth with conventional contractural clarity, it could scarcely have spoken more persuasively," Mr. Donahue said. "In the past, administrative agencies and the cause of good government have suffered much at the hands of those who, like Triad, would corrupt its processes. . . ."

High Wages ■ Mr. Wagner, a lawyer, is a former national commander of the American Legion and prominent in Michigan. He was paid $1,710 by Triad. Examiner Donahue said explanations by Messrs. C. Wayne Wright and Kitchen that Mr. Wagner was hired to determine what political pressures were being brought to bear in the tv case ". . . are incredible, particularly when viewed in the light of Wagner's background and the wages he commanded."

He added. ". . . Neither [C. Wayne] Wright nor Kitchen's overall performance on the stand was such as to in-

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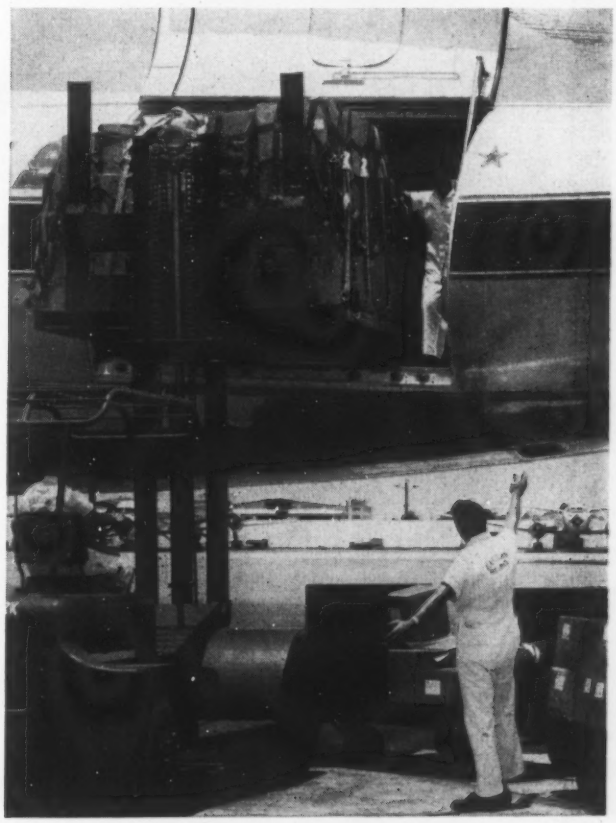


spire confidence in the reliability of their testimony. . . . It becomes pretty apparent that the purpose for which Wagner was hired was not of a character that the two witnesses were willing to describe." Both men were "ill at ease" on the stand and that their testimony was marred by contradictions, he said.

Triad owns 49% of WALM Albion, Mich., 100% of WFRL Freeport, Ill., and is an applicant for a new am in Lansing, Mich. C. Wayne Wright is general manager of WALM, which the examiner pointed out, was told in November 1959 by the FCC that it was not giving a clear city identification. This, the examiner said, would not be important standing alone but in the present context "serves to corroborate . . . that Charles Wayne Wright is not averse to cutting the corners of strict propriety in his dealing with the commission."

He said that through Messrs. C. Wayne Wright and Kitchen, the acts of Triad are accessable to Caro.

Hidden Ownership? The second applicant,, Tuscola Broadcasting Co., is two-thirds owned by Robert F. Benkelman and one-third by James A. McCoy, who has no broadcast experience. Mr. Benkelman is operations director of WWBC Bay City, Mich., owned by Water Wonderland Broadcasting Co., which originally applied for the Caro station. Caro and Bay City are 29 miles apart.

The Water Wonderland application at Caro was withdrawn May 8, 1959, and the Tuscola application filed five days later. Mr. Donahue found this something more than coincidence. ". . . Can the facts concerning the Benkelman-Water Wonderland relationship point to any other conclusion than that Tuscola's application is but a thinly veiled bid by Water Wonderland for a station in Caro, a bid, which if it were to ripen into grant, would make a mockery of . . . commission rules and policies," Examiner Donahue said.

The decision pointed out Mr. Benkelman was named as general manager in the WWBC application for a Caro station. Also, the examiner stressed, Mr. Benkelman planned to finance his new station through (1) $9,100 received from Winter Wonderland for an option he held to purchase 24½% of WWBC and for which he paid nothing and (2) $10,000 in unsecured loans from three WWBC stockholders.

Mr. Donahue said that it is regrettable that rejection of both applicants will result in the loss of a first local service for Caro. However, he stated, the public interest is best served by "holding a firm line of resistance" to the tactics of the applicants.

GARDOL'S FTC TOOTHACHE

Initial decision cracks famous shield ad

Colgate's "Gardol" may be protection against tooth decay, but it offers no shield against the Federal Trade Commission. The firm's famed tv ad, which featured a ball bouncing off a transparent shield, was hit hard in an initial decision handed down by FTC Examiner Leon R. Cross last Friday.

In his decision, the examiner recommended that Colgate-Palmolive Co., New York, stop claiming that its Colgate Dental Cream with Gardol gives users complete protection against tooth decay and the development of cavaties. The firm has already announced that it will appeal the ruling to the full FTC.

Based on its complaint of last November (Broadcasting, Nov. 30), the examiner held that the "invisible protective shield" theme used in Colgate's tv advertising was deceptive "insofar as it represented the true nature of the properties of Colgate Dental Cream with Gardol, and the manner in which . . . it . . . inhibits tooth decay."

Colgate's toothpaste ads had featured objects bouncing off an unseen shield without hitting the person at whom they were aimed. The FTC examiner stated that this ". . . intended to convey the impression, and did convey the impression, that decay could not get to the teeth of a person brushing with Colgate Dental Cream . . . This was, and is, a false, misleading and deceptive portrayal of the true properties . . ." of the dentifrice.

Eliminated Shield ■ Colgate-Palmolive argued that the FTC charges should be dismissed since the firm, at a cost of more than $100,000, has eliminated the invisible shield theme from its advertising. The firm claimed that a cease and desist order could accomplish nothing that had not already been achieved by voluntary action.

The examiner however, rejected the claim saying that the record did not support a finding that Colgate will not, in the future, misrepresent the true properties of the dentifrice unless restrained by the commission.

In another action, the FTC approved a consent order prohibiting Arthur Murray Inc., licensor of some 450 "Arthur Murray Studios" throughout the world, from using "deceptive promotional schemes" to attract customers and from selling dance instruction courses through deception and coercion.

In taking the action, the FTC accepted a proposed order to cease and disist agreed to by the Murray firm.

The commission charged last March (Broadcasting, April 4) that the Murray promotional offers were not *bona fide* but were, instead, a deceptive form of "bait" or "decoy" attractive to the innocent, unwary and unsuspecting."

The fact that the firm agreed to the order does not constitute, the commission stated, an admission that the law has been violated. A spokesman for Arthur Murray Inc. said the organization had voluntarily worked out what amounted to a code of ethics to guide the studios licensed by the Murray organization.

"Just as this invisible shield protects me, so Gardol . . ."

Originally printed in BROADCASTING, June 9, 1958

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

wfrv • channel 5 • green bay, wisconsin

JACK GENNARO, Manager, WFRV

WFRV went on the air June 1, 1955—was affiliated with ABC-TV until 1959 when it joined NBC. Studios and main office are in Green Bay, with an office also in Appleton.

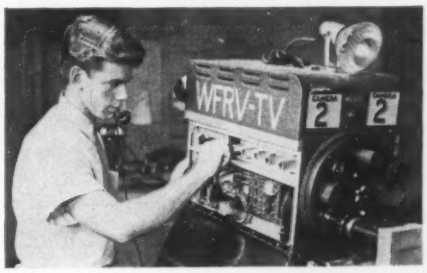
Channel 5's powerful signal reaches 22 counties in Wisconsin and 22 in Michigan—a total population of over 1,700,000 with 400,000 TV sets.

WFRV (*W*onderful *F*ox *R*iver *V*alley) has pioneered in local live community service projects and remote telecasts. Appleton's outdoor Fall Fashion Revue and the Green Bay Christmas Music Festival are typical events. WFRV also sponsors the annual Golden Gloves State Championship bouts.

Manager Gennaro comments on his Northwest Employees:

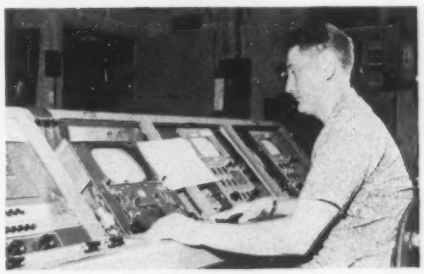
"Channel 5 has made quality its criterion of success in fulfilling its obligations to the viewing public. We feel that one of the chief components of top operation consists of obtaining properly trained personnel. Carl Wenzel and Jerry Parnell meet this requiremnt. Their basic preparation provides them with the background we need."

Northwest graduates with WFRV . . .



Carl H. Wenzel has been with WFRV since December 1958, during which time his ability has enabled him to rise from studio floor man to stage manager in charge of all local on-the-air program and commercial staging. Carl's goal is to produce his own TV show.

Girard (Jerry) Parnell joined the staff in 1956 as an engineer. Because of his imagination and creativity, he was trained as a director and has served in this position since 1959.



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SPONSORSHIP OF TV DEBATES?

CBS opposed; ABC, NBC, study advertiser bid, but Kennedy, Nixon have veto power

A meeting to work out the format and mechanics of television debates between presidential nominees Richard M. Nixon and John F. Kennedy was being set up late last week, amid widespread speculation on whether the appearances should or should not be commercially sponsored.

The commercial question was more than academic. Metropolitan Life Insurance Co. was reported authoritatively to have indicated to all three tv networks an interest in sponsoring the precedent-making programs. Other unidentified advertisers were said to have broached the same question.

First network to answer was CBS. President Frank Stanton issued a statement on Wednesday "to make it absolutely clear that CBS will not accept commercial sponsorship for these special programs. Even though public spirited business firms have been generous in offering to sponsor these debates, we—the CBS radio and television networks and their affiliated stations—want to make this our own contribution because we believe there is no single act of self-government that is more important than the quadrennial choice of our national leadership."

Noncommittal ■ ABC and NBC had no immediate comment, but indicated they were studying the question.

It appeared obvious that Vice President Nixon and Sen. Kennedy would be able to veto, if they wished, any sponsorship decision any network might reach.

Spokesmen for the Democratic and Republican camps were noncommittal last week. One Nixon aide said the vice president may express views on the question when he returns from his Hawaiian speaking tour.

Meanwhile, a meeting was being set tentatively for Tuesday (Aug. 9) in New York for discussion of tv debate plans by representatives of all three networks and of the nominees. The Tuesday date was not firm, but it was hoped that some hour on that day would be found suitable to all participants.

These were slated to include Sig Mickelson, president of CBS News, John Daly, news, special events and public affairs vice president of ABC, and Lester Bernstein, corporate affairs vice president for NBC; Leonard Reinsch of the Cox radio and tv stations, communications consultant to Sen. Kennedy; Fred Scribner, undersecretary of the Treasury and a member of the Nixon strategy board, Herbert G. Klein, special assistant to Vice President Nixon, and Ted Rogers, special television consultant to Mr. Nixon.

Alterations Due ■ The plan eventually involved for presentation of the debates will require compromises in the plans suggested by some if not all of the networks. NBC proposed four hour-long debates and four one-hour programs in which the nominees would be questioned by newsmen on NBC; ABC proposed a series of appearances on all three networks on a rotation basis; CBS offered eight hours with "direct presentations" by the nominees on the opening and closing broadcasts and discussions and interviews with opposing presidential and vice presidential candidates on the other programs.

CBS has said it will not sell time for political broadcasts that are also carried on the other networks, but spokesmen asserted last week that this applies to paid political broadcasts and would have no bearing on the presidential debates.

Sen. Kennedy accepted the offers of all three networks and Vice President Nixon accepted but said he felt that the nominees should appear without prepared texts or notes "and without interruption." All three networks conditioned their offers on waiver of the equal-time law insofar as the current presidential campaign is concerned.

Study sessions on Big Debate?

The plans of the networks for nationally-televised debates between the two major party presidential candidates may prove to be one of the greatest opportunities for mass adult education ever offered in this country.

So thinks Dr. Ambrose Caliver, vice president of the Adult Education Assn. of the U.S.A., who said an idea for group viewing of the tv debates and discussion of the issues afterward came to him after a discussion with RCA Board Chairman David Sarnoff.

Dr. Caliver said he is contacting some 150 national organizations to enlist their participation in the program in which local groups of two or more would watch the debates at their homes or elsewhere and then discuss the issues. They would be provided with study guides and would be sponsored by the national organizations on a non-partisan basis.

Dr. Caliver, who also is chief of the adult education section of the U.S. Office of Education, said he brought up the subject of educating citizens to the campaign issues at an American Heritage - Advertising Council meeting in Washington several weeks ago and that Gen. Sarnoff, presiding, told him this would have to be undertaken by individual groups.

No Sleep ■ Now recovering from major surgery in a Washington hospital, Dr. Caliver said his idea hit him at 11 p.m. July 31 and he couldn't sleep. Next day he had a telephone plugged in and started calling prospective participating organizations and also asking his friends for contributions to pay for a permanent staff man and literature to get the program into operation. He said he hasn't discussed it with the networks or candidates.

Contributions for the program are being accepted by Civic Education Project, Adult Education Assn. of the U.S.A., 743 N. Wabash Ave., Chicago, Ill.

FCC reserve unit increases to 23

Five more names were added last week to the FCC unit of the National Defense Executive Reserve, bringing the total to 23 industry leaders or former government officials who are being trained to take over the functions of the agency in case of a national emergency.

Added to the 18 appointed a year ago to the FCC's NDER unit (BROADCASTING, Aug. 24, 1959) were Kenneth A. Cox, Seattle attorney and special counsel to the Senate Commerce Committee on communications matters; Robert F. Dirkes, general manager for government contracts and sales, Western Union, New York; Earle D. Glatzel, Detroit Edison Co. communications engineer; Harland R. Morris, communications consultant and retired FCC defense coordinator, Arlington, Va., and Beverly H. Pryor, assistant vice president in charge of engineering, General Telephone Co. of California, Santa Monica.

The defense reserve was established by Congress in 1955 and activated by a presidential order in February 1956.

The 23 men in the FCC's NDER

Captive interview

Senator Lyndon B. Johnson now knows what it is to be a "captive" interviewee, when he provided Art Schreiber, news director of WERE Cleveland with an unusual type of interview. It took place last week at the Cleveland airport when rain forced the Democratic vice presidential hopeful to relocate a plane-side meeting with newsmen to a place inside a building. An overloaded elevator jammed the lift and trapped the group between floors. WERE's Schreiber seized the opportunity to whip out a portable tape recorder for the unusual report. Sen. Johnson's comment to Mr. Schreiber: "If I'm trapped, this is the first time."

have volunteered to take peacetime training and wartime assignments without pay or compensation. They will assume the functions of the commission in the event its members and top staff employes are incapacitated in a national emergency.

PAYOLA BILL
Broadcasters to fight penalty provisions

Broadcasters will oppose the license suspension and monetary forfeiture features of the payola bill (S 1898) in testimony Wednesday before the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.).

The three networks and others, cooperating with the subcommittee's plans to complete the hearing in one day, will file statements instead of sending witnesses.

Among witnesses presently scheduled are Frederick W. Ford, FCC chairman; Vincent T. Wasilewski, NAB vice president for government affairs; Warren E. Baker, Washington attorney representing the Federal Communications Bar Assn. as head of FCBA's legislative committee; Cecil Woodland, WEJL Scranton, immediate past president of the Pennsylvania Assn. of Broadcasters and NAB Radio Code Board member; and Joseph S. (Dody) Sinclair, WJAR-AM-TV Providence, NAB Tv Board member. The FCC in previous testimony has favored suspensions and forfeitures. The other witnesses are expected to oppose them.

Among those planning to file statements opposing the 10-day license suspensions and forfeitures of up to $1,000 a day for offenses are ABC, CBS, Alabama Broadcasters Assn. and Florida Assn. of Broadcasters. NBC will submit a statement opposing license suspensions but taking no position on forfeitures.

The payola bill, pet project of Chairman Oren Harris (D-Ark.) of the House Commerce Committee and its Legislative Oversight and Communications & Power subcommittees, was pushed through the House June 28 despite opposition against these same provisions by a small group of congressmen sympathetic to broadcaster objections. Opposition continued to mount when the bill reached the Senate and Sen. Pastore decided to hold hearings on the two controversial parts of the measure.

The bill also carries prohibitions against payola, plugola and quiz-rigging; it substitutes a pre-grant procedure for the present protest and McFarland Letter procedures; cuts out payment of honorariums to FCC members; authorizes the FCC to grant licenses for terms of less than the present three years without new rulemaking; discourages "quickie" grants of major facilities; requires the FCC to consider whether local hearings are advisable in applications for new facilities; prohibits "payoffs" among applicants for a facility except where merger is involved.

Non-licensees violating the payola and plugola prohibitions and those violating quiz-rigging provisions would be subject to fines of up to $10,000 and a year's imprisonment.

Fresno uhf ch. 53

An application for ch. 53 in the recently-created all uhf market of Fresno, Calif., was filed with the FCC last week by B.L. Golden, former owner of KEAP Fresno, Elbert H. Dean, a radio engineer, and Dr. L.W. Fawns, a physician. The applicant is seeking ch. 53 with power of 26.2 kw visual and 13.5 kw aural.

As a result of rulemaking, Triangle Publications' KFRE-TV Fresno lost ch. 12 and was assigned ch. 30 (AT DEADLINE, July 11). While Triangle did not oppose the channel switch, civic opposition to the change is still pending before the commission.

Fresno now is assigned chs. 24 (KMJ-TV), 30, 47 (KJEO-TV), 53 and educational 18.

In a second tv application filed with the commission late last week, the Board of Regents of the universities and state colleges of Arizona applied for an etv on ch. 8 in Phoenix. At the same time, the commission announced that the San Antonio Council for Educational Television has withdrawn its application for etv on ch. 9 in San Antonio, Tex.

O·lym·pic
(ō-lĭm′pĭk) *n.*
1. games held every fourth year from 776 BC
2. *e.g.* the modern sound of the 1960 Olympics from Rome August 25th to September 11th on **wmca.**

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rpi RADIO PRESS INTERNATIONAL

WANTED: DISPENSATION TO BROADCAST FROM SENATE

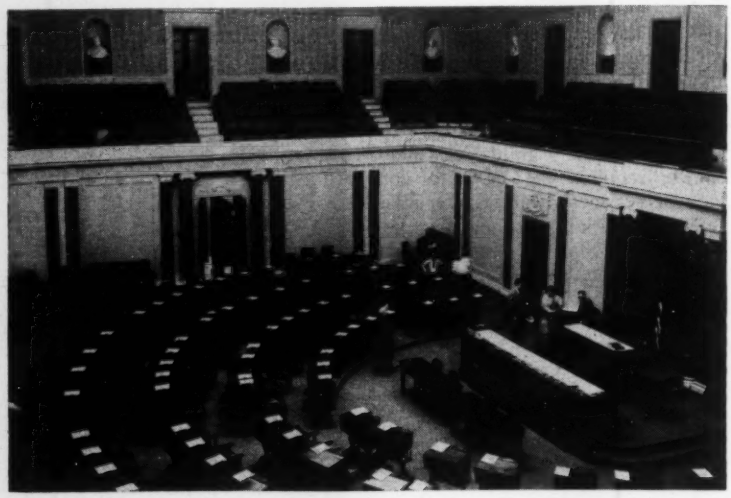
ABC last week asked Senate leadership for permission to bring tv cameras and microphones into the Senate chamber—where the two major party presidential and one of the vice presidential candidates hang their hats.

But AB-PT President Leonard Goldenson's three identical telegrams found all the intended recipients out of Washington and assistants were unwilling or unavailable to speak for them.

Vice President Richard Nixon (also president of the Senate and the GOP presidential nominee), Senate Majority Leader Lyndon B. Johnson (D-Tex.) (also Democratic vice presidential nominee) and Senate Minority Leader Everett M. Dirksen (R-Ill.) were asked to set aside the Senate's no-microphones-or-cameras rule for the duration of the post-conventions session because of its "critical and special character." The Democratic presidential nominee, John F. Kennedy (Mass.), also is a member of the Senate.

Political observers saw little chance that the Senate, which reconvenes today (Monday), will grant the ABC request.

Both the Senate and House have standing rules against live and still cameras or broadcast microphones in their chambers, with exceptions made only during such joint Senate-House sessions as those at which the President delivers his annual message to Congress. Even tourists are required to deposit their Brownies outside the doors of the two chambers. Individual Senate committees allow camera and microphone coverage of their sessions with certain exceptions, but House Speaker Sam Rayburn (D-Tex.) holds that House rules flatly ban the presence of cameras and microphones during House committee sessions.



THE SENATE CHAMBER: ABC WANTS GEAR IN THE BALCONY

AB-PT President Goldenson, in his Tueaday night telegram, said ABC is "sure that its television cameras and microphones, operating from designated places authorized by the Senate, will in no way interfere with the traditional proceedings of, nor impair the dignity of, the Senate."

ABC, he said, would tape proceedings and present a "comprehensive review" of each day's sessions in nighttime periods when total family audience is available and, during "critical periods of debate," would pre-empt regular programs to carry Senate proceedings live.

"Be assured," he told the three Senate leaders, "that we thoroughly respect the great traditions of the Senate but earnestly consider that in these critical times the American people need a more intimate association and understanding of the deliberations of the Senate and the issues under its purview."

ABC had no comment as of last Thursday on whether it would accept or seek sponsorship of the Senate coverage, if granted.

The Goldenson proposal brought little stir from rivals NBC and CBS. NBC said that network is "very much interested" in coverage access, but has made no similar request and declines to say at present whether it will. Similarly, NBC declined on this basis to discuss how it would go about covering Senate sessions.

CBS said it has made no specific request to cover the Senate but believes congressional sessions should be opened to tv and radio and its request to this effect has been standing for years. Naturally, CBS would be happy to participate if coverage were permitted, spokesmen said, and probably would carry especially newsworthy sessions live, taping other sessions for inclusion in regular, sponsored newscasts, or, if deemed significant enough, compiled into a special tape program. CBS thought it unlikely such a special program would be available for sale.

Some authorities at both networks speculated unofficially that the whole question was moot, since they don't feel the Senate will grant permission for coverage anyway.

Board named to handle August FCC business

It is not always true that the mice can play when the cat is on vacation. With most of the FCC commissioners beating a vacation path to the hinterlands during August, a Board of Commissioners has been authorized to handle the commission's business during the month.

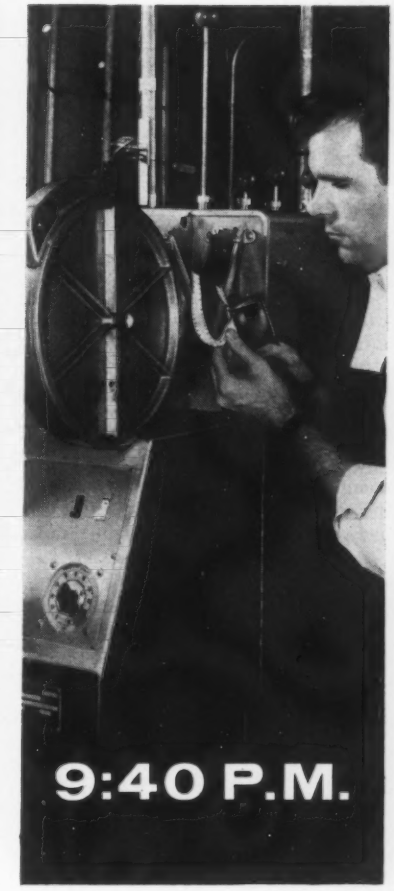
Since a quorum of commissioners will not be present during August, the board, composed of all commissioners present, has been given the authority to "institute investigations" without a quorum.

Aside from a brief respite in Gettysburg, Pa., last week, Commissioner Robert E. Lee will be on hand at the FCC to act as motions commissioner. Chairman Frederick W. Ford will be in Washington part of the time since he will be testifying Wednesday (Aug. 10) before the Senate Commerce Committee. No other members of the commission are expected back in Washington until late August.

New Bedford ruling

The FCC gave with one hand but retained with other. Commission granted a request by three merged New Bed-

33 MINUTE SCOOP!



ROCK ISLAND, ILL.—With an alert on-the-spot cameraman plus speedy film processing, WHBF-TV recently telecast motion picture coverage of a local criminal capture only 33 minutes after the event.

At 9:28 p.m. an alert WHBF-TV newsman shot the action and rushed to the station. By 9:40 the film was started through their Labmaster film processor. And at 10:01 this film was lead story on the regular WHBF-TV Sunday night newscast.

"Motion picture coverage of late-breaking news was extremely difficult," says the WHBF-TV news chief, Jim Koch, "prior to installing our automatic Houston Fearless Labmaster. But now our normal processing deadline for news film is a short 35 minutes before going on the air."

In addition, the station speeds film processing of sports, special events, and locally produced commercials with the efficient, profit-making Labmaster — more than 35 miles of action-packed film yearly!

The WHBF-TV story is typical of the many advantages TV stations across the country get from Labmaster's fast, quality film processing. Your station could profit too! For complete Labmaster details mail this coupon today.

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ford, Mass., applicants for ch. 6 there to revoke rule-making issued in December 1959 to move ch. 6 out of New Bedford. It did not act, however, on still pending rule-making proposal issued last March to move ch. 6 to Providence, R.I. Applicants are E. Anthony & Sons (WNBH New Bedford), Eastern States Broadcasting Corp. and New England Television Co.

WKOX turned down

Local sunset in Framingham, Mass., means local sunset in Framingham and not in Fort Wayne, Ind., the FCC has told WKOX Framingham.

WKOX has proposed operating during specified hours from local sunrise at Framingham to 15 minutes before local sunset at Fort Wayne, Ind. The 1 kw WKOX occupies the same frequency (1190 kc) as 50 kw WOWO Ft. Wayne.

The commission told WKOX that its amendment was "not acceptable," and stated that it would withhold further action on its application for modification of license. Commissioner Robert T. Bartley voted for the grant.

Loopholes plugged

FCC has modified its clear-channel application freeze to close up some loopholes involving unlimited time applications on Class 1-A and 1-B channels. Wording of original freeze on processing of applications for unlimited or daytime-only use on clears left opening which would have required commission to process and grant some applications. Same order exempts applications for unlimited or daytime use in Alaska, Hawaii, Puerto Rico, Guam and Virgin Islands from freeze.

No news is . . . ?

KBYE Oklahoma City, Okla., faces a hearing on its license renewal because it has failed to keep up its half of a correspondence with the FCC. The commission said that it has sent letters of inquiry to the station on three different occasions and has never received a reply. The letters are concerned with a complaint registered by a listener that the station has used its facilities to antagonize the Oklahoma Farm Bureau.

The listener asserted that O. J. Fox, president of the Oklahoma Welfare Foundation, had used the station facilities to collect large sums of money in his fight against the farm bureau.

ACLU commends FCC on policy report

The American Civil Liberties Union last week mailed a 3½ page letter to the FCC to "congratulate and commend" it for the July 29 policy report setting out how it plans to keep its eye on programming (BROADCASTING, Aug. 1). ACLU called the report the most important FCC document since the "Blue Book" of 1946—which it said "unfortunately . . . came to be written off as mere proclamation of good intentions."

The civil liberties group especially commended that part of the FCC's policy statement which said that licensees must consult community leaders and canvass the listening public to determine what they want programmed.

ACLU said it regrets that Congress cut in half (from $300,000 to $150,000) the funds the FCC had requested for its new Complaints & Compliance Div., and said it hoped the next Congress would "adequately support" commission efforts to police broadcast service.

Just swat 'em

It may be a summer for insects, but the U.S. District Court in Tallahassee, Fla., has outlawed the Freewax ad which claims, "Remember! Where there's life, you'll find bugs—use Freewax." Freewax, a floor wax that also kills bugs, is a product of the Freewax division of the Chemical Corp. of America.

Last month, a temporary injunction was issued to stop the firm from using the slogan, "Where there's life, there's bugs." Anheuser-Busch Inc., brewers of Budweiser beer, felt the slogan might be confused with its own, "Where there's life, there's Bud" advertising jingle.

Freewax officials said they would appeal.

Processing line

The FCC has announced a new list of standard broadcasting applications which will be ready for processing Sept. 7. First application on the list, BP-13291, was filed by the Savannah Broadcasting Service Inc. and seeks a new am in Bolivar, Tenn.

Any application which should be considered with these must be filed no later than Sept. 6. A complete list of the applications appears in FOR THE RECORD, page 87.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Union Oil Mill, Inc., West Monroe, Louisiana, processors of cottonseed and soybeans.

House action pends on Sec. 315

The Senate-passed resolution which would make it possible for the networks to present the presidential candidates in televised debates or in other tv formats—exclusive of news or panel type programs—won't be considered by the House until Aug. 22 at the earliest.

A spokesman in the office of House Majority Leader John W. McCormack (D-Mass.) said that although the House convenes Monday, Aug. 15, for the post-convention session of Congress, it will transact no business until the following Monday, Aug. 22.

The resolution (SJ Res 207) passed by the Senate June 27 would suspend the equal time requirements of Sec. 315 for presidential and vice presidential candidates during this election year and thus clear the way for the networks to present the major party candidates on tv and radio without being subjected to equal time demands from splinter party candidates for those offices.

House Speaker Sam Rayburn (D-Tex.) reportedly plans to send SJ Res 207 directly to the floor for debate Aug. 22, bypassing the House Rules Committee (CLOSED CIRCUIT, July 25). Organized opposition, if there is any, probably would come from southern congressmen interested in a third party movement; the networks, for example, could deny the candidate of such a third party time or facilities (or both) equal to that furnished the GOP and Democratic nominees.

Government briefs

Election ordered ■ An election to decide if engineers of the V. I. P. Radio Inc. stations wish to be represented by International Brotherhood of Electrical Workers (Radio & Television Broadcast Engineers Union, Local 1212) was ordered July 22 by National Labor Relations Board. The union was upheld in its petition for an election in which it seeks a single unit of staff announcers, engineer-announcers and engineers for the four-station New York group (WVIP Mount Kisco, WFYI Mineola, WGHQ Saugerties and WVOX-AM-FM New Rochelle), the Herald-Tribune Radio Network.

Charges dropped ■ Clara Amelia Fairall, chief of the FCC Mail & Files Div., who had been placed on leave without pay pending the outcome of gambling charges against her by Maryland police (BROADCASTING, June 27), is back at work at the commission. An FCC spokesman said that the charges against Mrs. Fairall had been dropped by the prosecution and that she had been given a "clean bill."

L.A. substitution ■ FCC Chief Hearing Examiner James D. Cunningham will preside over a commission hearing on film tie-ins in network program selection practices in Los Angeles Oct. 5 (BROADCASTING, July 25). Mr. Cunningham was also assigned last week as presiding officer in the KRLA Pasadena license renewal hearing scheduled to begin Sept. 26 (BROADCASTING, July 4). Mr. Cunningham will replace Hearing Examiner Thomas H. Donahue, originally slated to hear the case.

Kansas politics ■ Sen. Andrew F. Schoeppel (R-Kan.), ranking Republican on the Senate Commerce Committee, won renomination in the Kansas primaries last Tuesday (Aug. 1), and will face Democrat Frank Theis in the elections this fall. Also renominated in Kansas was Rep. William H. Avery, Republican member of the House Commerce Committee, who will face Marshall Gardiner, Leavenworth Democrat, in the coming election.

Entirely in clear

It was incorrectly reported in the Aug. 1 BROADCASTING that several stations were granted license renewals from the FCC with the condition that the action would not prejudice any further steps the commission ". . . may deem appropriate in light of any information developed in the pending inquiry concerning compliance with Sec. 317 [re payola] of the Communications Act."

The stations involved were granted three-year renewals, by a 5-2 vote, without any conditions attached. Commissioners Robert T. Bartley and John S. Cross had voted that the renewals be subject to possible further review, a condition eliminated by the commission majority.

Voted the unconditional renewals were WCAE and WTAE (TV) Pittsburgh, WAMO Homestead, WAZL-AM-FM Hazleton, WHLM-AM-FM Bloomsburg, WHGB Harrisburg, WJET Erie, WPEN-AM-FM Philadelphia, WLAN-FM Lancaster and WTIV Titusville, all Pennsylvania, WMCA New York and WCTC-AM-FM New Brunswick, N. J.

It Takes 2 To Match KJEO's TOP TEN Share

Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market **5 of the top 10 network shows.** Add to this **locally 6 of the top 10 syndicated programs** and you know why this market **looks first to KJEO.** (Source: Current Nielsen)

ONLY the **only home owned primary network affiliate** can be so at HOME in the **heart** of Central California . . . to program best to get you results **where** they count.

channel 47 KJEO

for Fresno, California

J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

WILL CHECKERS SEEK EQUAL TIME?

Huckleberry Hound's presidential bandwagon really gets rolling

When a Screen Gems colleague asked Ed Justin last month what was in store for Huckleberry Hound, the merchandising chief ad-libbed, "I think we'll run him for president."

Two weeks later the star of the weekly cartoon half-hour on 180 stations had his hat in the ring. By now he stands in a fair way to turn the White House into a dog house on a write-in vote.

Stations rallied enthusiastically to the idea and had campaign promotional material in time for station breaks during Republican convention telecasts. Orders for buttons, picket signs and balloons still are rolling in. Dell Publications this Thursday (Aug. 11) will release a comic book, *Huckleberry Hound for President,* and Golden Records is distributing a long-play record under the same name and subtitled, "The Making of a Candidate," or, "True Democracy in Action." It includes campaign songs dating back to 1826 and up to "I Like Ike" and the hound's own song. These are interwoven with the story of the dog's candidacy, promoted by the Madison Avenue agency of Wheel, Deal, Spiel & Billings, the nation's greediest.

One of the early rallies was organized by KHVH-TV Honolulu and GEM department store there. The crowd out to greet Huckleberry with campaign manager Yogi Bear and Quick Draw McGraw (who is slated for a high State Department post if Huckleberry Hound wins) exceeded that drawn earlier by President Eisenhower and visiting royalty from Japan and Iran. Traffic was tied up in the air and on the ground, and the store had to lock its doors when 25,000 had thronged in, according to Ed Justin, assistant campaign manager, when he got back to New York headquarters from the barnstorming.

AFTER IKE?

In Roanoke, Va., WSLS-TV staged a rally at a baseball game. WCCO-TV Minneapolis got out the child vote 10,000 strong when the candidate and his party showed up for the station's "Aquatennial" water show. Politicians are busy organizing rallies and local conventions in other jurisdictions, with KDKA-TV Pittsburgh, WTOL-TV Toledo, WTVN (TV) Evansville, Ind., and KJEO (TV) Fresno, Calif., announced as early dates on the candidate's whistle-stop tours.

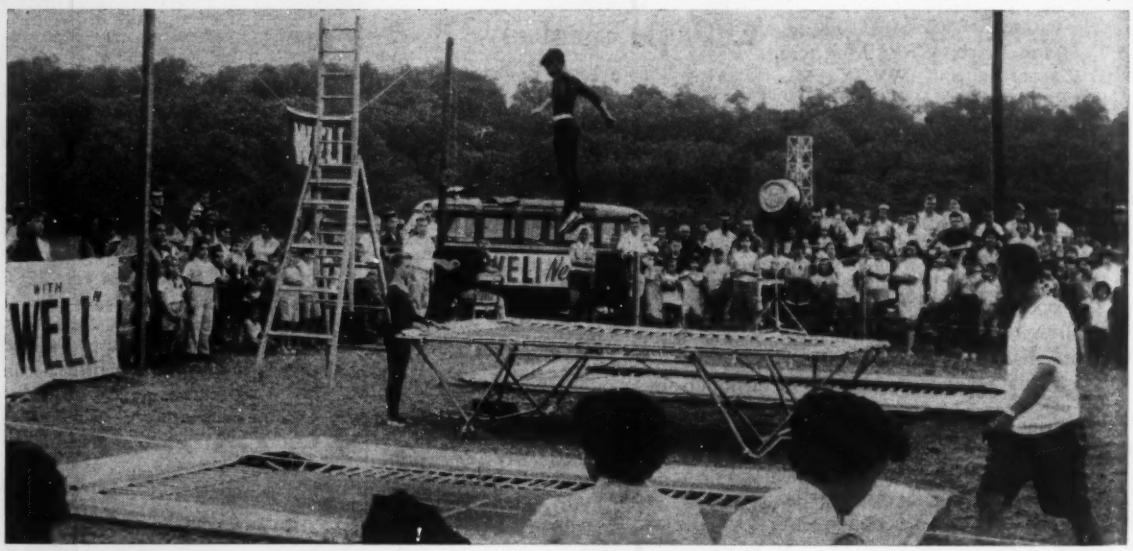
The campaign also is picking up steam in professional Huckleberry Hound acts that have been making the amusement-park circuit for some months. These are handled by paid performers, packaged on a regular entertainment fee basis.

If the country goes to the dogs, breakfast food may become the national dish. The canine candidate is sponsored on television by Kellogg through Leo Burnett.

Some worthy guesses

Two San Antonians who were astute enough to guess the amount of money placed in a wheelbarrow by KITE, that city, collected a combined $1,174.92 from the station.

The KITE contest drew more than



Jumping for joy ■ With amusement concession operators throughout the country thriving on the trampoline craze, WELI New Haven, Conn., has donated a trampoline center to the youngsters (and adults) of its community. At its 30-acre transmitter site in nearby Hamden, WELI has instituted a series of recreational facilities, including a skating rink, complete with music and loudspeakers; camping grounds and sports areas. The trampoline center was constructed at a cost of $1,500, with News Editor Gordon Johnson, a trampoline expert himself, devoting many hours of his own time to overseeing the work. The center is offered to the Hamden Recreation Dept. for free use five mornings a week, with supervisors always on duty. WELI listeners may use the facilities afternoons, evenings and week-ends merely by writing in.

8,000 guesses the station reported, with guesses ranging from $100 to $1 million. The winners came within eight cents of guessing the exact amount!

KITE, under sponsorship of two local merchants, had the wheelbarrow, sagging with money, in a drug store window for two months and promoted the contest 10 times per week with 20-second spots.

LIKE CLOCKWORK

Radio promotes for Swiss group

When The Watchmakers of Switzerland asked some 30 radio stations last spring to back a 13-week campaign with local promotion, there were those who bucked. Some representatives and their stations felt they were being asked to give too much. Now, after the campaign has been assessed, some who came to blame stayed to praise. Cunningham & Walsh, agency for the group that exports movements to U.S. manufacturers, is calling the national promotion "a resounding success" and plans are going ahead for another one.

Stations that took the deal (upward of 20 announcements, announcements, minutes and thirties, a week) came out of it in some cases with new business in the hometown jewelry trade and additional gains from the audience promotion. The client got a schedule of 15,000 announcements hypoed by 20,000 contest promos. The merchandising plan commanded special rates in some instances, it is understood. When the best station efforts were singled out in New York for awards about two dozen representatives came, some with station clients, to review the campaign with Cunningham & Walsh. Plaques went to:

- Lee Lahey of Robert E. Eastman & Co., named the representative to best service The Watchmakers of Switzerland campaign.
- WINS New York, station displaying the most creativity in merchandising services. WINS offered new watch prizes in an old watch collection.
- KWK St. Louis, best overall merchandising in its retail area (1st through 10th jewelry markets). KWK awarded a trip to Hawaii in a quality watch 25-word essay contest and offered watches each week for counting the number of "KWK Quality Watch Time" signals.
- WCCO Minneapolis, best overall merchandising in its area (11th-20th jewelry markets.) WCCO exploited the same time-signal idea on the weekday *"Charlie Boone Show,"* awarded a watch a week for the best count.
- WCPO Cincinnati, best overall merchandising in the 21st-30th jewelry markets. WCPO got listeners to guess when a wrist watch alarm would go off each Saturday, awarding a watch for the best guess each week.

The promotions, virtually all contests, entailed picking up entry blanks from local jewelers, who had on view a Watchmakers of Switzerland display showing a shopper how to tell a quality watch from a cheap one ("see the inside difference"). Contest stations contacted jewelers with more than 12,000 letters, phone and personal calls, the agency reported. They awarded more than $20,000 worth of prizes and took in tens of thousands of contest entries. A dozen or more turned the jeweler contacts to account, entering them on the books as new local business.

Cunningham & Walsh, in conveying to stations the appreciation of The Watchmakers of Switzerland, pointed to gains in spreading the quality watch concept and retail stimulation. Last week the agency said a similar campaign would probably get underway the end of September in a comparable number of markets, but not all necessarily the same as last spring. Again the agency probably will use more than one station along perhaps half the lineup but only one promotion station to a market.

FREEDOMLAND TRIP

WBC draws agency folks from desks

New York's Freedomland amusement park was not many weeks old before Westinghouse Broadcasting Co. saw the promotional possibilities for a company with 11 radio and television stations strategically spotted around the country. Result of the inspiration was a "Freedomland Excursion" last week for some 400 advertising people from New York, Philadelphia and even a few from Chicago.

WBC plotted the "coast-to-coast" educational tour carefully to take in its own markets, reinforcing time selling points with contests and a "validation" procedure at each stop on the Freedomland circuit. The day's fun was topped with a cocktail party at Glen Island Casino, N.Y., featuring aquacade "sales presentation" and awards to the day's contest winners.

Prizes were television sets and hi-fi units. To be eligible, contestants had to turn in passbooks from Freedomland that had been validated at eight points on the tour. Validaters were station men who stood by in beaver stovepipe hats, carrying out the historical motif, to mark contest books

WORLD FAMOUS

MOHAWK MIDGETAPE PROFESSIONAL 500

HIGH SPEED

POCKET TAPE RECORDER

NO ELECTRICITY REQUIRED

OPERATES ON ONLY 1 BATTERY

Used by NBC – CBS and numerous radio and TV stations, for recording in the field.

Records anything it hears and plays it right back in unbelievable broadcast quality.

Special built-in "VU Meter".

Weighs only 3 lbs.

THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.

"Science Fiction" accessories available for confidential recordings.

For literature, or free demonstration in your office, write Dept. B.

ALL TRANSISTORIZED

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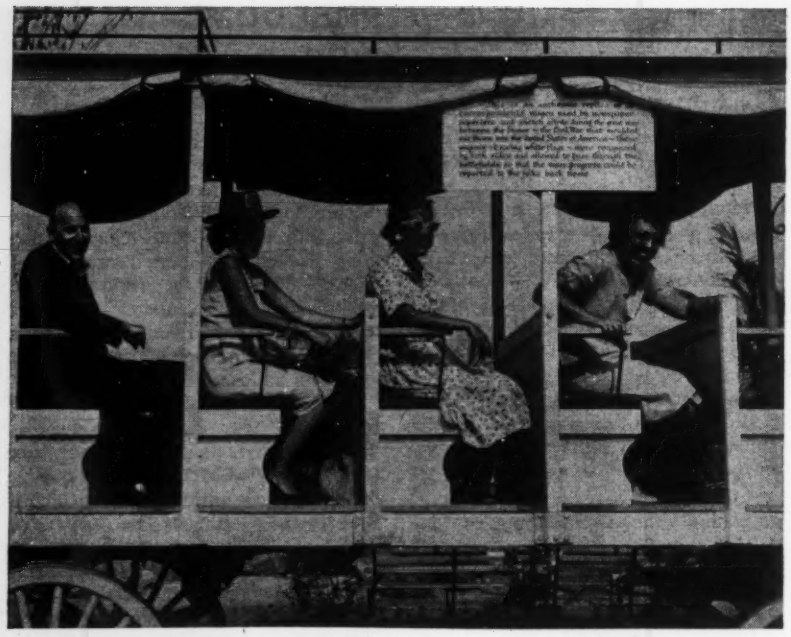


After the battle ■ A mule-drawn war correspondents' wagon has returned from the Freedomland Civil War battlefield with (l to r) Dave Smith, research director of Am Radio Sales; Jean Sullivan of SSC&B, Jean Simpson of Grey Adv., and Elaine Akst of Rockmore Adv.

with rubber-stamp promotional messages. Executives from Television Advertising Representatives and AM Radio Sales, which represent WBC stations, also were in the host corps.

These were the day's attractions at Freedomland: a ride on a fur trapper's boat hosted by KEX Portland, Ore.; a re-creation of the San Francisco earthquake under the banner of KPIX (TV) there; tour of Fort Cavalry in the West guided by WOWO Fort Wayne, Ind.; the Chicago 1871 fire spectacle presented by hometown station WIND; a sternwheeler trip around the Great Lakes for KYW-AM-FM-TV Cleveland; a Civil War battlefield tour conducted by KDKA-AM-FM-TV Pittsburgh; rocket launching at "Satellite City" presented by WJZ-TV Baltimore and a drive through New England in an antique car for WBZ-AM-FM-TV Boston-WBZA Springfield, Mass.

To cover the distance, the Madison Avenue contingent gathered at 11:30 a.m. last Tuesday (Aug. 2) at a midtown parking lot to board busses to Freedomland in the Bronx. There the park's cross-country train carried excursionists to an outdoor garden where Westinghouse served lunch and clues to a true-false "funtest." Cribbing for the quiz could be done from station "fact signs" posted around the grounds. To test timebuyers' mettle, WBC slipped a few false statements in the list of true-false choices, which otherwise represented planks from the 11 stations' advertising copy platforms.

These were winners in the doorprize drawing, the portable tv and hi-fi prizes alternately handed out by men from the radio and television stations: Barbara Swedeen of North Adv., grand prize of a stereo hi-fi console; tv sets to Anita Wasserman, Lawrence C. Gumbinner Adv.; Mrs. Howard Gerber (her husband is with Benton & Bowles); Tessa Allen of Gumbiner; Ken Kearns of Grey Adv., and Eleanor Fetzer of Young & Rubicam, hi-fi's to Judy Bender of McCann-Erickson; Catherine Noble, McCann-Marschalk; Anne White of Sullivan, Stauffer, Colwell & Bayles; Peter Holland, Lennen & Newell; Frances John, Fletcher Richards, Calkins & Holden, and Carl Sandberg of Compton.

Westinghouse was still grading papers last week to decide which three students would get prizes in the true-false quiz.

In addition to prize-drawings and the water show at Glen Island, the agency hundreds were entertained by whip tricks and songs of cowboy Rex Trailer, who does weekend morning shows on WBZ-TV. And music throughout the day had a familiar sound. It was by jazz groups from the Freedomland Band organized by Paul LaValle, maestro of the old Cities Service band on NBC.

Busses carried the contingent of agency folks back to New York City by 9 p.m.

Sub anchors off K.C.

Kansas City was treated to a "world premiere—movie style" last week of a new adventure tv series, *Atomic Submarine*. The stars of the video tape series made personal appearances in the midwestern metropolis and segments were shown home viewers on KMBC-TV at varying times. Producer Jonathan Yost chose to run five quarter-hour episodes at 5:15 p.m. Monday through Friday as well as three half-hour segments during later viewing hours. His theory, he said, is that the series will appeal to both children and adults.

Why was Kansas City the site of the premiere? Mr. Yost, a native of that city, said he selected it because it is "a typical U.S. community in television tastes and reactions, free from predeveloped influences that might prevail in concentrated production centers." Such organizations as the Parent-Teacher Assn. and the Junior League were among several invited to submit critical comment during the "premiere."

A hardball sell

Mixing business with baseball, WKMH Detroit pitched its case last Wednesday (Aug. 3) to some 150 New York agency timebuyers who were invited to Yankee Stadium for a game between the home team and the Detroit Tigers. The business portion of the evening took place during a pre-game dinner at the Top-of-the-Sixes Restaurant, where guests were introduced to Yankee manager Casey Stengel and his Detroit counterpart Jimmy Dykes and also treated to a slide-tape presentation of the "new" sound of WKMH. Fred Knorr, owner of the station and president of Knorr Broadcasting Corp., is one of the owners of the Tiger baseball club. All Tiger games at home and away are broadcast by WKMH.

Details of the station's new format

Sotto voce respite

With the 1960 political campaign in full gear with its heavy accent on loud politicking, a breather is in store for all listeners of WCKR Miami which last week put into effect a "whisperthon" campaign.

From 6 a.m. to midnight, WCKR's disc jockeys, Jim Tate, George Patrick, Tom Looney and Rich Shaw will whisper only. A slip up by any air personality will earn the first listener who calls an easy $5. Newscasts and commercials, however, will be heard in full voice, the station said.

were presented at the baseball party by Jack Sitta, WKMH national sales manager; Larry Fischer, program director, and executives of Edward Petry & Co., the station's national rep. On Aug. 16 the presentation is booked for Chicago where timebuyers there will watch the Tigers play the White Sox.

KOMA's island retreat

KOMA Oklahoma City has given away what it describes as one of the most unusual prizes in the history of that city, following the results of its Robinson Crusoe contest. The L. C. Foree family of Oklahoma City won the grand prize—a five-day vacation on KOMA's treasure island, roughing it *a la* Robinson Crusoe. The Forees were outfitted with complete camping gear and provided with food and were allowed to keep all equipment they used. In addition, Mr. Foree was given a week's pay.

A second aspect of the contest, which attracted over 2,000 entrants, was to guess the amount of groceries the Forees would consume on the island. The winner, Mrs. Candice Carter, received a like amount of groceries ($75) from KOMA.

Drumbeats

Air contest ■ KOIL Omaha celebrated its 35th birthday with a series of games and contests for its listeners. Most elaborate was the Skyliner Contest: Each day last month an airplane with a banner featuring a KOIL slogan flew above the city and the first listener to spot the plane and phone the slogan to the station won a prize. Prizes included tv sets, radios, and record albums.

'Cool' station ■ CFCF Montreal has distributed fans with the slogan "I'm a CF-60 Fan" throughout the Montreal area to help Montrealers stay cool in the summer heat. The station has also distributed in conjunction with gasoline stations, 100,000 litterboxes to sit in the back window ledge of a car. The red and white litterbox is not only useful, but can also bring drivers the possible award of a silver dollar or portable radio if hailed by a CFCF mobile cruiser.

No guessing ■ CKVL Verdun, Que. (Montreal suburb) has sent thermometers in the form of an Eiffel Tower direct from Paris, France, to advertising agencies in Toronto, without its name appearing on the thermometer. CKVL was relying on its slogan, "tops in the Paris of America", to have its identity recognized.

Swingin' winner ■ The Annual Oil Can Derby Race, for radio and television personalities, in conjunction with the Cleveland Soap Box Derby was won by KYW's Swingin' Sweeney who nosed out eight other personalities and announcers in the midget car race. For his efforts, the winner was awarded a wooden trophy topped with an lp record and oil can.

Mostest Hostess ■ Hostess Cake Div. of the Continental Baking Co. through Ted Bates has named KORD Pasco, Wash., winner of its first media award. An engraved plaque was presented to the station for "the most outstanding merchandising assistance to a local bakery during a promotional drive."

Music, music, music ■ A 19-day promotion conducted by WBZ Boston and WBZA Springfield for a night of harmony at the Hatch Memorial Shell on the Charles River in Boston, proved the power of radio as an estimated record crowd in excess of 20,000 turned out for the festivities. The campaign, 10 and 20-minute spots, was the brainchild of Jack Williams, advertising-promotion manager of WBZ.

Milk and cookies ■ For a while, it seemed that fresh milk was the hottest selling drink in Virginia, at least in the opinion of Cargill, Wilson & Acree, agency for the Virginia Milk Producers Federation. In an offer made over 22 radio stations throughout the state, the agency gave away a coupon for a free package of FFV cookies (another client) in exchange for two milk container tops. The original plan called for week saturation. But the offer was terminated after six weeks when the sponsors received more than 11,000 requests.

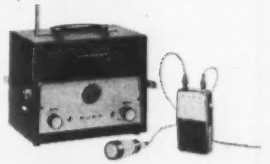
And then . . . crab cake ■ An advertiser on WDMV Pocomoke City, Md., will have a racing crab named after him in the National Hard Crab Derby to be held in September. The crab will compete for the Governor's Cup to be awarded by Maryland Governor Millard Tawes. Naming of the crab will be an event in itself with Mayor Babe Dryden of Crisfield, Md., conducting a drawing and serving as host for the crab's namesake. The race will be held in Crisfield, which proclaims itself the "seafood capital of the world."

Swing or swim ■ Making their "Pick of the Week," the disc jockeys of KFWB Los Angeles came up with a tie vote—three for "Volare," three for "I'd Do It Again." Arguments failed to break the tie but produced a bet to add interest to the hours while they wait to see which side first becomes a hit. The losers will go swimming with the whales, sharks, swordfish and other inhabitants of Marineland while helping to clean the windows of the world's big fishbowl.

THE REMARKABLE SONY RADIO *WIRELESS* MICROPHONE

The convenience and variety of uses for this remarkable instrument are almost beyond the imagination. The Sony CR-4 mike and radio transmitter can be slipped into a coat pocket for completely *wireless* on-the-street interviewing, studio audience interviewing or on-the-spot broadcasting from awkward places. It gives complete freedom to active singers, dancers, comedians, performers with electric instruments and actors, eliminating the need for cumbersome mike booms and entangling wires.

Microphone, transmitter, receiver and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.



SONY
SUPERSCOPE *The Tapeway to Stereo*

No gain for Ontario stations in ad ruling

Ontario radio and television stations do not expect much beer and wine advertising, despite the fact that as of Aug. 1 this is permitted in Ontario for the first time. Breweries have told station representatives that the present regulations which only permit sponsor identification before and after a program of at least 10 minutes duration is not adequate, in view of much more product advertising permitted print media starting September 1.

A meeting of 15 station representation firms was held at Toronto on July 26, to which were invited Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, Canada's broadcast regulatory body; William Pearson, legal counsel of the BBG; William Collings, chairman, and Col. S. Woodrow, legal counsel of the Ontario Liquor Control Board, whose new ethical advertising code allows beer, wine and liquor advertising in Ontario for the first time.

Station representation firms reported that breweries and wineries and their advertising agencies, almost without exception, contemplated no radio advertising despite the permission to do so. This is due to the feeling that the regulations are too restrictive. The regulations as they apply to radio and television, are based on BBG regulations which only permit sponsor identification before and after programs.

The meeting, called by the Canadian Radio Station Representatives Assn., heard several radio announcements that had been written to conform to the regulations for print media. It was suggested if the BBG amend its regulations on radio advertising, advertising agencies were prepared to buy radio time.

Neither Dr. Stewart, Mr. Collings, nor legal counsel from both bodies, made any comments or took part in the discussions.

Also at the meeting was Cam Ritchie, CKLW Windsor, Ont., and representatives of the Central Canada Broadcasters Assn. Mr. Ritchie stated that the CCBA would make representations to the BBG at its Sept. 26 meeting at Ottawa on the subject of beer, wine and liquor advertising on radio and television.

Government vetoes CBC pay increases

There will be no pay increase for 145 news editors of the Canadian Broadcasting Corp, members of the Canadian Wire Service Guild, because the Canadian government intervened in salary negotiations between the CBC and its employees for the first time. As a government corporation, the government can intervene in negotiations and this time vetoed any salary increases for CBC employees. Whether this will set a pattern to be followed in negotiations between CBC and other unions is too early to determine.

Meanwhile the Canadian Council of Authors and Artists, representing mostly television performers on the CBC, has quit the Canadian Labor Congress on a charge that the CLC has created an artificial racial division between French and English language performers on CBC radio and tv.

The dispute involves a feud between the two organizations of actors, artists, dancers, singers and other performers on the CBC networks. The CCAA, with 1,600 members, protested against the CLC allowing a French-language union, Federation des Auteurs et des Artistes du Canada, with 1,300 members, to join the congress. The two language groups emerged after about 70 television producers on the CBC's French-language network at Montreal went on strike in January 1959. The CCAA at that time stated its members had to honor their contract with CBC and should ignore the pickets. After the strike was settled two language unions came into being, and there has been jurisdictional trouble in the past year.

Africans merge

Broadcasting organizations in Morocco, Tunisia, the United Arab Republic (Egypt and Syria), Ghana, Guinea and Libya have set up a common top-level federation named the African Radio Union. Other independent African nations have been invited to join, but Liberia and Ethiopia have declined. Its principal aim, according to Abdoulaye Toure of Guinea, director of the organization, is a technical and administrative cooperation between the broadcasting groups of the African nations. It may become active at future international frequency allocation conferences. It is also expected that the Union will play a major role when television standards will be set of the exchange of programs between different African national stations.

Ampex overseas sales

Ampex International has installed 12 new Videotape tv recorders during the past month in six different countries. In addition to these, the company has announced the shipment of 14 recorders to customers in Europe and Canada, which will be added to the total upon installation. The 12 new installations are as follows: Brazil—1 for TV Rio at Rio de Janeiro, 1 for TV Rio at Brasilia; Canada—1 for CBC Edmonton, 2 for CBC Ottawa, 1 for CFCF (TV) Montreal; Finland—2 for the Finnish Broadcasting Corp.; Italy—2 for Radiotelevisione Italiana; Japan—1 color unit for Ashai Hoso Kyokai (ABC) in Osaka; United Kingdom—1 for a research facility. The worldwide total of Ampex vtr installations, including the U.S., now stands at 666.

Big equipment order

CFTO-TV Toronto, Ont., new ch. 9 station scheduled to go on the air on Jan. 1, 1961, has ordered RCA-Victor equipment costing almost $3 million. This is believed to be the largest single tv equipment order placed in Canada. Included will be color equipment, so CFTO-TV will be able to begin tele-

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

casting at once in color, if the Board of Broadcast Governors permits. CFTCO-TV will appear before the BBG in September to request it be allowed to begin operations in color, and is prepared to telecast 15% of its live shows and 10% of its film shows in color. If given permission it will be first Canadian station permitted to broadcast in color. (CFPL-TV London, Ont., has had equipment installed for some years, but has not received permission for such broadcasts.) CFTO-TV will use new RCA-Victor TK12 cameras.

Sales off in Canada

Both radio and television set sales were down in Canada for the first half of this year, as compared with the same 1959 period. Radio receiver sales, according to the Electronic Industries Assn. of Canada, totaled 228,846 sets in the January-June 1960 period, as against 260,254 in the previous year. June sales were up slightly, from 39,707 in June 1959, to 39,834 this June.

Television sets sold totaled 136,400 in the first half of the year as against 164,381 in the same period last year. June sales also were down from 24,637 in 1959, to 19,367 this June.

Abroad in brief

UK offering ■ B. Charles-Dean, head of Roxy Films Ltd., London, is bringing a pilot film of his new tv series *Brainwaives* to New York for showing to American advertisers and agencies. The comedy series stars Eric Sykes, British comedian.

SWAN's rep. ■ SWAN, the ship-based station off the coast of Honduras, has appointed Pan American Broadcasting Co., N.Y., as its international representative. The commercial outlet broadcasts with 50kw standard wave and offers coverage of the entire Caribbean, all of Central America and northern South America, according to the rep firm. It is currently broadcasting in English and Spanish.

Agency appointment ■ Lever Bros. Ltd., Toronto, Ont., has appointed Cockfield, Brown & Co., Montreal, Que., to handle all its French-language advertising. The agency will also be responsible for evaluating all Lever Bros. French-language television properties and commercials, but French-language tv spots for particular Lever Bros. products will be placed by individual agencies, though Cockfield, Brown & Co. will do the commercials.

New quarters ■ R.C. Smith & Son Ltd., Toronto advertising agency, has moved to new offices at 140 Merton St.

FATES & FORTUNES

Broadcast Advertising

Paul E. Funk, account director at McCann-Erickson, N.Y., elected vp.

Arthur E. Peterson, formerly assistant to president of Vance Publishing Co., joins Peitscher, Janda/Assoc., Chicago, as vp and principal of agency. Previously, he was vp and account supervisor for Buchen Co., that city.

Ralph M. Watts, formerly advertising and merchandising manager for Stokely-Van Camp, Indianapolis, to Borden Foods Co., as vp in charge of product marketing, effective Aug. 15.

Raymond F. Ruffley, account executive at Dancer-Fitzgerald-Sample, N.Y., appointed vp.

E. Burke Giblin and **Arthur E. Larkin Jr.,** general managers of Jell-O and Maxwell House divisions, respectively, of General Foods Corp., White Plains, N.Y., elected vps.

Joseph Y. Honeycutt and **R. Marshall Edelen** named vps of Brown & Williamson Tobacco Corp.

L.J. Sauers, formerly vp for sales at American Home Products, N.Y., named vp for marketing. **J.B. Shortlidge,** AHP field sales manager, becomes general sales manager.

Philip C. Kenny, formerly vp at Kenyon & Eckhardt, N.Y., joins Reach, McClinton, that city, as media director.

C. Peter Frantz, vp and marketing supervisor at Leo Burnett Co., appointed manager of agency's creative review committee.

Henry Norman, member of marketing department of BBDO, N.Y., named supervisor of department's drug division. Prior to joining agency last February, Mr. Norman had been general sales manager of Pharmaco Inc., and vp in charge of sales for Union Pharmaceutical Co., divisions of Schering Corp., N.Y., He succeeds **Herbert Roberts** who was recently made manager of marketing department.

MR. NORMAN

Stanley M. Heggen promoted from merchandising activities in tv-radio department at Aubrey, Finlay, Marley & Hodgson, Chicago, to assistant media director.

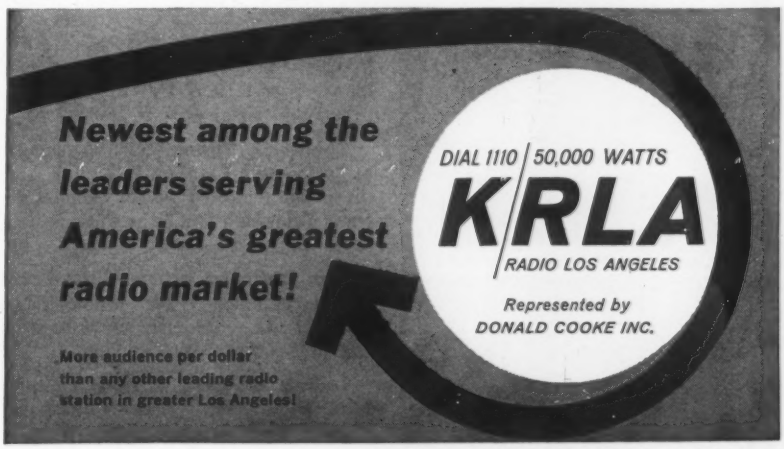
John R. Jones and **Harold Cramer** appointed assistant radio-tv production manager and merchandising executive, respectively, for Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Jones formerly was with Universal International Studios and Mr. Cramer was with General Foods.

William V. Humphrey, formerly pr director at Fletcher Richards, Calkins & Holden, Chicago, to Robert Haas Adv., that city, in similar capacity.

Gene Carr, formerly of Knox-Reeves Adv., Minneapolis, joins Dancer-Fitzgerald-Sample, N.Y., as copywriter.

Schuyler Van Vechten Jr., Alexander S. Peabody Jr., John Blumenthal and **William B. Taylor,** copywriters at Young & Rubicam, N.Y., named associate copy directors.

Robert B. Irons, advertising manager of Standard Oil Co. of Indiana, will


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

hold similar post with newly reorganized American Oil Co., which becomes marketing-distribution-product research subsidiary of parent Standard next Jan. 1.

Maxmilian B. Bryer, tv commercial production supervisor at Benton & Bowles, becomes first full-time B&B West Coast commercial supervisor.

John Tyson, formerly vp and management service director at McCann-Erickson, Chicago, appointed advertising director at Simoniz Co. (waxes), that city.

Marcus E. Smith, formerly creative supervisor and account executive at Van Sant Dugdale & Co., Baltimore, to Mid American Adv., Parkersburg, W.Va., as planning director.

Martin Barsky, account executive with Malcolm & Steinlauf, Los Angeles, has joined Enyart & Rose, that city, in similar capacity. **Homer Wright** also joins E&R as account executive.

David Nylen, assistant account executive at Doherty, Clifford, Steers & Shenfield, N.Y., named account executive on Narragansett Brewing Co.

Frank H. Hoell Jr., formerly account executive at Kenyon & Eckhardt, and **Pierre F. Marshall,** vp and account supervisor at Keyes, Madden & Jones, to Campbell-Mithun, Chicago, as account executives on Kroger Co. account. **David Burns,** formerly product advertising manager at Libby, McNeill & Libby, and **John McGee,** transferred from agency's Minneapolis office, named account executives on American Dairy Assn. account. **Currie L. Brewer,** previously on Robin Hood Flour account at H.W. Kastor & Sons, to C-M as account executive on Helene Curtis Industries. **Kermit Myers,** formerly assistant advertising manager at Portland Cement Assn., appointed to service dairy account **Robert E. Kilbride,** formerly advertising and pr consultant at U. of Chicago, to C-M as head of agency's Chicago pr activities.

Leonard H. Lieberman, formerly with Richards Assoc., Washington, to Ketchum, MacLeod & Grove, that city, as pr account executive.

Richard Schenk joins Curtis Winters Co., Los Angeles advertising agency, as member of copy-contact staff.

The Media

MR. SHURTLEFF

MR. GLEASON

David J. Shurtleff, station manager of WJAR Providence, R.I., and special tv assistant to Joseph S. Sinclair, general manager of broadcasting for The Outlet Co. (WJAR-AM-TV), promoted to station manager of WJAR-TV. **James E. Gleason,** program director of WJAR, succeeds Mr. Shurtleff as station manager.

Robert H. Dolph, formerly manager of KIMA Yakima, Wash., promoted to manager of national and regional sales for Cascade Broadcasting Corp.'s tv group (KIMA-TV Yakima, KEPR-TV Pasco-Richland-Kennewick, Wash., KLEW-TV Lewistown, Idaho and KBAS-TV Ephrata-Moses Lake, Wash.). **Ben Shropshire,** formerly manager of KLEW-TV, to KEPR-TV in similar capacity.

Thomas L. Young, general manager of KAUS and KMMT (TV), both Austin, Minn., elected vp of Minnesota-Iowa Television Co., which owns both stations.

Don Stephens, program director of WBGC Chipley, Fla., promoted to manager. **Lane Harris,** announcer at station, succeeds Mr. Stephens.

Loomis C. Irish, station additions salesman at ABC-TV, named manager of sales service—nighttime.

Clark L. Dozier, general manager of Stark Broadcasting Corp. (WCMW Canton, Ohio and WARU Peru, Ind.) elected secretary and member of board of directors.

MR. HORTON

Fred Horton, sales manager of Medical Radio System at NBC, named general sales executive with direct sales responsibilities for representing network in drug and toiletry fields. Mr. Horton joined company in 1941 as salesman and later became director of sales for NBC Radio.

William Condon, formerly in Chicago office of Television Advertising Representatives Inc., joins New York office as account executive.

Harry (Bud) Edwards joins WPTA-TV Fort Wayne, Ind., as account executive. He has been in retail sales for past nine years.

Ferrill T. Robinson, radio assistant to director of advertising at Adam Young Inc., N.Y., joins The Concert Network, that city, as account executive.

Warren (Gus) Johnson, formerly manager of KQTY Everett, to KAYO Seattle, both Washington, as account executive.

Clifford Ford, formerly salesman for WQXR New York, joins sales staff of WNBC, that city.

MR. SOELL

John B. Soell, formerly broadcasting consultant and previously vp and general manager of WISN-AM-TV Milwaukee, to KTVE (TV) El Dorado, Ark., (Monroe, La.) as general manager under new ownership of Home Television Co. (BROADCASTING, July 11, June 13), which officially took over last Wednesday.

Luxury Living! Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close.

In the distinguished world of the HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Dave Diamond, formerly with KOIL Omaha, Neb., to WIRL Peoria, Ill., as program director, succeeding **Jay Lawrence. Ray VanSteen** succeeds **Bruce Still** as production supervisor.

MR. SELIGMAN

Selig J. Seligman, ABC-TV vp, general manager, KABC-TV Los Angeles, named head of new, wholly-owned AB-PT program production subsidiary (BROADCASTING, July 25). Duties will include extension of present work as producer of *Day in Court*. Mr. Seligman, who joined ABC-TV in 1953, was appointed KABC-TV general manager in 1955, ABC vp in 1958. He was previously with United Paramount Theatres as vp of Northern Theater Corp., Paramount Div. **Elton H. Rule,** general sales manager, KABC-TV, replaces Mr. Seligman as general manager. Mr. Rule, who joined KABC-TV (then KECA-TV) as assistant sales manager, was promoted to present post in 1953.

Robert E. Harris appointed advertising and sales promotion manager of KCBS San Francisco. He formerly held similar position at WNTA-AM-FM-TV New York.

Frances I. Pierce named acting promotion director of KIRO-TV Seattle, Wash. She has been promotion supervisor for KIRO-AM-TV.

James H. Gillespie appointed assistant promotion manager of KXTV (TV) Sacramento, Calif. **John Katz** joins continuity department. He formerly was with KCRA-TV Los Angeles.

Paul Owen, formerly assistant manager and program director at KTCA-TV Minneapolis-St. Paul, joins National Educational Television and Radio Center, N.Y., as station relations associate.

Paul Schuett resigns from KEPR-AM-TV Pasco, Wash., effective Aug. 31, to take graduate work at Walla Walla College, Wash., and help college in its proposed construction of noncommercial, educational fm station.

William R. Williams, formerly in media and sales promotion departments of McCann-Erickson, joins WWJ-AM-FM-TV Detroit as member of promotion department.

Ward W. Weldon, formerly merchandising research director of WIBW-AM-TV Topeka, Kan., appointed research assistant at Iowa State U.

Don Griffith, formerly staff announcer and sportscaster for WCOA Pensacola, Fla., resigns to enter personal management field.

Robert A. Monroe promoted to general manager of World Broadcasting System and **John S. Murphy** to assistant to President Paul F. Harron. Management realignment follows resignation of general manager **James H. Weathers,** effective Aug. 15 (BROADCASTING, Aug. 1.) Mr. Monroe, national sales manager for past two years, formerly was world's western division manager and before that was in local radio, starting at WNEX Macon, Ga. Mr. Murphy, who has been World sales manager, formerly was general sales manager of Dixie Network for nine years and for time was owner-operator of WROD Daytona Beach, Fla. Three new field representatives also appointed by World: **Dean Aldrich,** WMDN Midland, Mich., to work in midwest; **Keith Marshall,** KECK Odessa, Tex., in southwest, and **Russe Starner,** WTAP Parkersburg, W.Va., in eastern seaboard.

Charles Harrison, formerly with WCKT (TV) Miami, joins WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, as news director.

Earl W. Clayton Jr., formerly with KXIV Phoenix, to news staff of KPHO, that city. Previously, he was with KFBI Wichita, Kan. **Howard A. (Buzz) Jones** also joins news staff.

Peter J. Smith, freelance producer-director on closed circuit, video tape commercial and program projects, joins CBS-TV as producer for production sales.

Roger Lund, newscaster for WKBW-TV Buffalo, N.Y., promoted to pr director. **Hal Youngblood,** director of news and public affairs, assumes Mr. Lund's previous responsibilities. **Ronnie Jaye** joins WKBW-TV as air personality.

James Nutter, formerly with Associated Press in Louisville, Ky., joins WHAS-AM-TV, that city, as member of promotion department, succeeding **Richard Weston.**

Eugene H. Bohi, formerly sales service manager at WBBM-TV Chicago, appointed video tape recording sales representative for station's tape productions unit.

Charles Amundsen, formerly at WILL-AM-FM-TV Champaign-Urbana, and **Richard Battles,** previously news director at WAIK Galesburg, to news staff at WKRS Waukegan, all Illinois.

John R. Newhouse, formerly executive producer at CBS Radio, appoint-

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

reaches

The **MOST** Homes In Resort-Rich Northern Michigan*

7000 **MORE** Homes reached Than Sta. B (M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B (M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B. (Sat. 6 PM-Mid.)
2900 **MORE** Homes Reached Than Station B (Sun. 6 PM-Mid.)

and . . .

Paul Bunyan Television

GIVES THE ONLY

PRINCIPAL CITY GRADE AND GRADE A COVERAGE

to Traverse City, Cheboygan and a big chunk of the Resort Area

89,654 TV HOMES

in 25 Northern Michigan Counties and parts of Canada

plus

Summer Bonus Audience

(An Additional 250,000 Potential Viewers Per Day)
(In The Area's 27,000 TV-Equipped Motel Rooms!)

Paul Bunyan Television

WPBN-TV — **WTOM-TV**

(One Rate Card)

Paul Bunyan Radio

WTCM Traverse City — **WATT** Cadillac
WATZ Alpena — **WMBN** Petoskey
WATC Gaylord

*ARB (March, 1960)

ed vp in charge of sales at WMMM Westport, Conn.

MR. RAYMON

Paul Raymon, formerly announcer and sportscaster for CBS Radio Network and member of sales staff of WAGA-TV Atlanta, promoted to local sales manager. He has been with WAGA-TV since 1954 in various capacities.

David L. Johnson, formerly program director of KOTE Fergus Falls, Minn., to KOYN Billings, Mont., in similar capacity.

Jack Tompkins, rejoins KWTV (TV) Oklahoma City as associate farm director. He had been with station in 1956-57 as assistant farm director.

Edward A.W. Smith, formerly Detroit manager of Adam Young Inc., appointed general sales manager of KQV Pittsburgh. Previously, he was with WCAU and WIP, both Philadelphia.

William Bode and **Marvin Houtz,** account executives at KOIL Omaha, Neb., promoted to local sales manager and assistant local sales manager, respectively.

MR. REINHEIMER

Peter Reinheimer, formerly account executive on U.S. Steel at BBDO, N.Y., joins ABC-TV as assistant daytime sales manager. Before his association with U.S.S. account, Mr. Reinheimer was tv account executive for Lever Bros. at BBDO.

Ken Goodman, chief of sports department of WXEX-TV Richmond, Va., assumes additional duties as night program supervisor.

Larry McCann, staff announcer at WXYZ-TV Detroit, promoted to account executive, succeeding **William Morgan** who joins Adam Young Inc., there.

Bob Carrington, formerly air personality at WWJ-TV and WXYZ-TV, both Detroit, to WJBK-TV, that city, in similar capacity.

Robert F. Fountain, formerly sales representative with *Look* magazine, joins ABC Radio Network as account executive.

Danny Day, announcer at KCUB Tucson, Ariz., promoted to program director.

MR. BAGGE

Arthur W. Bagge, vp and midwest radio manager of Peters, Griffin, Woodward, Chicago, elected president of Chicago Broadcast Advertising Club (CLOSED CIRCUIT, June 6). Other officers elected for 1960-61 season by previously announced board of directors (BROADCASTING, July 4): **William Wyatt,** A.C. Nielsen Co., executive vp; **George Diefenderfer,** NBC-WNBQ (TV) Chicago, treasurer, and **Genevieve Lemper,** Foote, Cone & Belding, secretary.

Stan McCormack, formerly on sales staff of WTOP Washington, D.C., to WRC-TV, that city, as account executive.

Ron Thompson, air personality with KOMA Oklahoma City, adds duties of promotion director.

Shirley P. Simpson, formerly on public relations staff at Grant Adv., N.Y., to sales staff of KPAM and KPFM (FM) Portland, Ore.

Ed Mason, formerly air personality and director with WCIA (TV) Champaign, Ill., to staff of WOCO-TV Enid-Oklahoma City.

MR. TUCKER

Merle H. Tucker, owner and operator of KGAK Gallup, N.M., elected treasurer of Kiwanis International at organization's 45th annual convention at Miami Beach, effective Aug. 1.

Joe Adams, veteran disc jockey with 17 years on air, most recently at KRKD Los Angeles, joins KNOB (FM) Long Beach, all-jazz station.

W.D. (Woody) Langley, weekend air personality of WATS Sayre, adds similar duties at WMPT Williamsport, both Pennsylvania.

Ted Hallaman, formerly of WFMJ Youngstown, Ohio, to WGAR Cleveland as newscaster-personality.

Bill Lindsey, for the past 10 years general manager of KVOY Yuma, Ariz., joins Blair Tv and Blair Television Assoc. as member of sales staff, effective Sept. 1. He will headquarter in firm's San Francisco office.

Programming

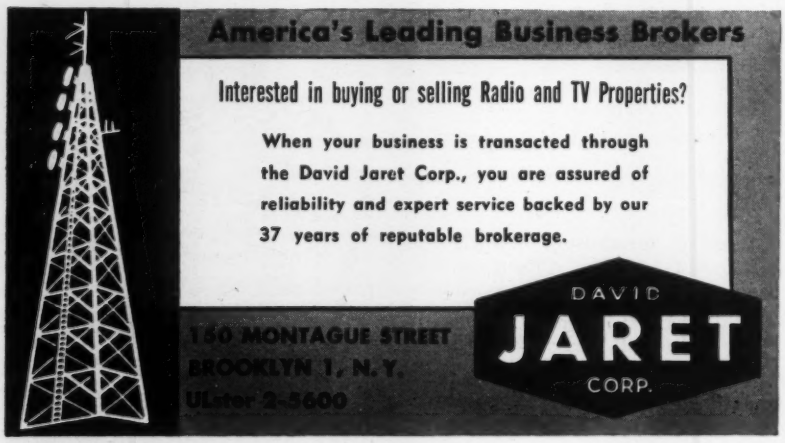
Martin J. Robinson, vp of C&C Films at Western Television, divisions of Television Industries Inc., N.Y., named vp and director of parent organization. Mr. Martin fills vacancy left by **Erwin H. Ezzes** (WEEK'S HEADLINERS, Aug. 1).

Norman E. Gluck, formerly vp of Elliot, Unger & Elliot Div., Screen Gems, N.Y., joins Universal Pictures, that city, to work on special assignments from company's president, Milton R. Rackmil.

Dr. David W. Parker, formerly director of public affairs at KPIX (TV) San Francisco, joins Larry Williams, Alameda, Calif., as associate in production of tv programs.

Peter Nelson named tv assistant to Jerry Wald, motion picture and tv producer. He formerly was with Martin Manulis, also on tv projects.

Jerry Franken, head of advertising-publicity-promotion at National Theatres & Television Inc., Beverly Hills, Calif., resigns. NTA is moving sales and advertising headquarters to N.Y., but Mr. Franken is unable to transfer because of personal reasons.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Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
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BROOKLYN 1, N. Y.
ULster 2-5600
DAVID
JARET
CORP.

Earl Jones appointed production manager of UPA Pictures, Los Angeles. He will supervise production line for forthcoming *Mr. Magoo* tv series. Mr. Jones formerly was with John Sutherland Productions and Walt Disney, both Hollywood.

Bernard Block, formerly tv producer at Benton & Bowles, N.Y., joins Transfilm Caravel, that city, as production supervisor in business programs and industrial shows division.

Neil Sessa, formerly of Film Art Studio, joins Tv & Industrial Film Div. of National Screen Service Corp., that city, as animation director.

Richard Fielder signs exclusive contract with Four Star Tv to write *DuPont Show* and *Zane Grey Theatre*. He has written "Night Song," "The Long Shadow" and "Ambush," episodes in *DuPont Show*.

Harry S. Ackerman, vp and executive producer at Screen Gems, N.Y., elected president of National Academy of Television Arts & Sciences. He also was president in 1958-59. Other officers elected: **Mike Wallace,** executive vp; **Betty Furness,** secretary, and **Louis Edelman,** treasurer. Local presidents, representing their chapters on national board of trustees: **Gail Patrick Jackson,** Los Angeles; **Robert B. Cochrane,** Baltimore; **Irv Kupcinet,** Chicago; **David Brinkley,** Washington; **Lee Schulman,** Seattle, and **Gene Blanpeid,** Arizona.

Jane Powell, Warner Anderson, John Doucette, Alan Hale, Roger Smith and **Marshall Thompson** all elected to board of directors of Screen Actors Guild.

Don Lloyd named western tv manager for Modern Talking Picture Service, San Francisco.

Robert (Red) Ginzler, musical arranger, joins Madison Avenue Sounds, N.Y., as musical director.

Jerry Wald, well-known motion picture producer ("Peyton Place," "Let's Make Love"), will make tv debut as producer of *Rocky Point* series for 20th Century-Fox Television and ABC-TV.

Stanley M. Gortikov, formerly corporate development director for Capitol Records Inc., named to new post of vp in charge of merchandising for Capitol Records Distributing Corp., Hollywood. **William B. Tallant Jr.,** vp and board member of CRDC, will assume responsibility for all national sales and operations activities.

Ronald E. Willman, formerly client service manager at ABC Films, N.Y., joins Stone Merchandising Assoc., that city, as client service, sales promotion, and merchandising coordinator.

FCC sisters

Two sisters, who have worked for the FCC and its predecessor in the Dept. of Commerce for a combined total of over 75 years, retired together July 31.

Mrs. Mary E. Corridon, administrative assistant, Administrative Branch of the Field Engineering and Monitoring Bureau, Washington, entered federal service in 1919. Her sister, **Anna L. Poloske,** secretary to the engineer in charge, FCC Boston office, began her work in 1923.

In recognition of their long service, the FCC adopted a special resolution honoring the two sisters on July 27.

Herman Keld, formerly supervisor of ratings analysis at NBC, joins MGM-TV, N.Y., as director of tv research.

Herbert Richek resigns from United Artists Assoc., N.Y., to become director of operations at Seven Arts Assoc. Corp., that city.

Equipment & Eng'ring

Sanford Silverman and **Russell Safferson** elected directors of Wallson Assoc., Elizabeth, N.J., manufacturer of electronic test equipment. Mr. Silverman is company's secretary and general counsel. Mr. Safferson is partner in New York securities firm of Russell & Saxe.

Tore N. Anderson, executive vp and general manager of FXR Inc., Woodside, N.Y., manufacturer of microwave and associated equipment, and **Stanley Simon,** financial consultant, elected to board.

Ralph Williams, manager of general custom sales of RCA Victor Records, N.Y., appointed manager of custom records. **Carl Reinschild** named general custom sales manager.

James F. Haley promoted from eastern regional manager to national field sales manager at Motorola Consumer Products Inc., Chicago, newly-created post designed to help carry out distributors' sales-merchandising programs.

Donald E. Garrett appointed manager of advanced development engineering for General Electric Co.'s tv receiver department, Syracuse, N.Y. He had been manager of component and deflection systems engineering.

Henry K. Kindig appointed general manufacturing manager for picture tube operations of Sylvania Electric Tubes, Seneca Falls, N.Y. **Charles H. Miller** named manager of tv picture tube plant, Ottawa, Ohio.

William R. Campbell promoted to manager of marketing services for Zenith Sales Corp., Chicago. He had been West Coast district sales representative.

Charles H. Miller, manufacturing superintendent at Sylvania Electric Products, Ottawa, Ohio, named manager of tv picture tube plant there.

Allied Fields

Allyn Jay Marsh, formerly with CBS Radio Sales for 31 years as account executive and assistant sales manager, joins U.S. Tele-Service, N.Y., tv research firm as vp in charge of new business.

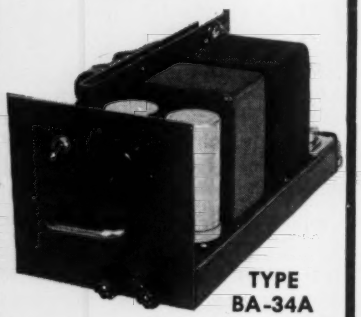
Frederick Hyman, vp and secretary of United Artists Assoc., N.Y., has resigned to form own company, Americom Corp. New firm has license on "Ameridisc," paper-thin vinyl record with application in packaging, sales promotion and advertising specialty fields. Headquarters will be at 45 W. 45 St., New York.

Dr. Tibor Koeves, formerly vp of Dichter Institute for Motivational Research and editor of *Motivations*, joins Motivation Dynamics, Mohegan Lake, N.Y., as partner.

Sam Elkins, president and general manager of W.S. Grant Co., station rep, joins Reynolds & Co., San Fran-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

NEWEST IN A COMPLETE LINE OF RCA TRANSISTORIZED AMPLIFIERS



TYPE BA-34A

10-WATT

MONITOR AMPLIFIER

requires only half the space— 30% of power

Here's a compact monitor amplifier with overall performance equal to earlier models, twice the size. Full 10 watts output with excellent frequency response and very low distortion. High-gain permits operating from output of low-level microphones. Plug-in mounting. Standard input and output terminations.

Write to RCA, Dept. KB-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

Alex Keese, 61, radio-tv veteran, dies

Alexander (Alex) Keese, 61, managing director of WFAA - AM - TV Dallas, died Wednesday, Aug. 3 of cancer. He had been ill for several months. One of the nation's outstanding and respected broadcasters, Mr. Keese began his career with WFAA in 1930 as music director and has been with the station ever since, except for the period from 1944-1948 when he left to join the Taylor-Howe-Snowden group, then a multiple station owner in Texas. Rejoining WFAA in 1948, Mr. Keese was named regional sales manager, advancing through the ranks to radio manager in 1952. He became managing director of radio and television in 1956. Mr. Keese, a musician at heart, directed WFAA's first Earlybird orchestra, a symbol of the station for more than 25 years until its recent disbandment. In past years, Mr. Keese was a regional director of the NAB, a member of the NBC Radio Affiliates' radio programming advisors committee and chairman of the select committee of the ABC-TV Affiliates.

Funeral services held last Friday with a solemn requiem mass at Holy Trinity Catholic Church in Dallas and interment at Hillcrest Memorial Park there.

cisco brokerage firm.

Gerald F. Hurley joins Washington office of Blackburn & Co., national media brokerage firm, as administrative assistant in charge of market research and sales promotion.

Joseph J. Sands appointed coordinator of broadcast productions and information at U. of Southern California.

Victor Dallaire named publicity director of TV Q, national tv qualitative program evaluation service and home testing institute, N.Y.

International

W. John Dunlop, director of public service programming of Canadian Broadcasting Corp., Toronto, Ont., named first Canadian member of public information conference of National Safety Council, Chicago.

MR. GRANT

Duncan C. Grant, Ontario sales manager of E.B. Eddy Co. Ltd., Ottawa, Ont., appointed executive vp of Bureau of Broadcast Measurement, Toronto, Ont., industry co-operative survey organization, succeeding **Charles A. Burton** who has resigned due to ill health. **Graham Wallace,** formerly of the Canadian Broadcasting Corp., Toronto, appointed director of members relations of Bureau of Broadcast Measurement.

Barry Gordon, formerly with CHCH-TV Hamilton, Ont., named senior producer of CJAY-TV Winnipeg, Man.

Joe P. Kobluk, sales manager of CJAT Trail, B.C., promoted manager of CJAT, succeeding **John Loader,** who has entered provincial politics.

Sid Boyling, formerly of CHAB Moose Jaw, Sask., appointed general manager CKY Winnipeg, Man.

Blair R.B. Paterson named promotion manager of CHAN-TV Vancouver, B.C.

Glen Garvin named promotion manager and **Phil Oakes** appointed national sales representative of CKNW New Westminster, B.C.

Deaths

Pierson Underwood, 63, formerly board chairman of WGMS Washington, D.C., died July 30.

Roy L. Albertson, 61, founder and former owner of WBNY Buffalo, N.Y., died July 27 following coronary seizure. He had been retired since 1954. He also was stockholder in KVNA Flagstaff, Ariz. Among survivors is son, **Roy L. Albertson Jr.,** owner of KNOT Prescott, Ariz.

George G. Lenehan, 42, vp of Modern Talking Pictures, N.Y., died July 28. He had been with organization since 1947.

Val S. Bauman, 50, vp in charge of national advertising-merchandising for National Tea Co., drowned July 30 in Lake Geneva, Wis. He had been with firm for 14 years.

Frederic Andrew Schneller, 54, vp in charge of merchandising at D'arcy Adv., N.Y., died Aug. 2. He formerly was general merchandising manager of Lever Bros. from 1947 to 1951, when he joined D'arcy.

Station Authorizations, Applications

As Compiled by BROADCASTING

July 28 through August 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. •—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Corpus Christi, Tex.—Tropical Telecasting Corp., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 665 ft., above ground 700 ft. Estimated construction cost $1,055,421, first year operating cost $525,000, revenue $420,000. P.O. address Box 2191, Corpus Christi, Tex. Studio location Corpus Christi. Trans. location 2 miles south of Petronila, Tex. Geographic coordinates 27° 38′ 30″ N. Lat., 97° 37′ 57″ W. Long. Trans. GE TT-42-A, ant. TY-50-D. Tropical Telecasting is 99% owned by **Caller-Times Publishing Co.,** firm headed by **Conway C. Craig,** president. Tropical Telecasting is headed by **Edward H. Harte,** president, who is vice president of Caller-Times. Trophical is making arrangements to share ch. 3 with **U. of Corpus Christi.** Ann. July 27.

Portsmouth, Va.—Christian Bcstg. Network Inc., uhf ch. 27 (548-554 mc); ERP 19.6 kw vis., 11.7 kw aur.; ant. height above average terrain 384 ft., above ground 410 ft. Estimated construction cost $29,840, first year operating cost $28,600, revenue $30,000. P.O. address 1318 Spratley St., Portsmouth, Va. Studio and trans. location 1318 Spratley St., Portsmouth. Geographic coordinates 38° 50′ 40″ N. Lat., 75° 18′ 57″ W. Long. Trans. RCA TTU-1B, ant. TFU 21BLS. Applicant is non-stock, non-commercial corporation. Ann. Aug. 1.

Existing Tv Stations

ACTIONS BY FCC

KBOI-TV Boise, Idaho—Waived sec. 4.603 of rules and granted authority to Oct. 1 to transmit fm program material from KBOI-FM studio to its trans. by means of second sub-carrier multiplexed on its tv STL station KPB-43; condition. Ann. July 28.

KROC-TV Rochester, Minn.—Granted cp to change vis. ERP from 240 kw to 316 kw, change trans. site to about 30 miles south of city, change ant. system and increase ant. height from 630 ft. to 1,260 ft.; engineering condition. Ann. July 28.

WOLE-TV Aguadilla, P.R.—Granted waiver of sec. 3.652(a) of rules to identify itself as Aguadilla-Mayaguez station. Ann. July 28.

Tv Translator Stations

People's TV Inc., Leadville, Colo.—Granted application for new tv translator station on ch. 75 to translate programs of KBTV (TV) (ch. 9), Denver. Ann. July 28.

Mt. Marston Tv Assn. Trego, Mont.—Granted application for new tv translator station on ch. 70 to serve Trego, Fortine and Stryker, all Montana, by transmitting programs of KHQ-TV (ch. 6) Spokane, Wash. Ann. July 28.

New Am Stations

ACTIONS BY FCC

Punta Gorda, Fla.—Charlotte Radio Co., granted 1580 kc, 1 kw, DA-D. P.O. address % Loyal Phillips, *Punta Gorda Herald.* Estimated construction cost $26,900, first year operating cost $32,000, revenue $37,500. **Loyal Phillips,** publisher, is sole owner. Ann. July 28.

Louisville, Ga.—Peach Bcstg. Co., granted 1420 kc, 1 kw D. P.O. address Box 412, Clarksville, Ga. Estimated construction cost $23,913, first year operating cost $31,800, revenue $42,000. Owners are **Bradley Lumpkin Williamson** (35%), **Henry E.** and **John O. Braselton** (15% each), Braselton, Ga., grocers, and others. Ann. July 28.

Idaho Falls, Idaho—Western Radio Corp., granted 1400 kc, 250 w unl. P.O. address 1095 Stanger, Idaho Falls. Estimated construction cost $9,770, first year operating cost $48,000. revenue $60,000. Principals, each owning approximately one-third, are **Garner A. Mabry, William E. Sherla** and **Melvin L. Smith.** Ann. July 28.

Rugby, N.D.—Rugby Bcstrs., granted 1450 kc, 250 w, unl. P.O. address 906 16th Ave., W., Williston, N.D. Estimated construction cost $13,731, first year operating cost $31,200, revenue $40,800. Applicants are equal partners **Olav Folkvord; Ray Friederich, Oscar H. Halvorson.** Ann. July 28.

San German, P.R.—Jose Soler, granted 1090 kc, 250 w. unl. P.O. address, Box 52, Quebradillas, P.R. Estimated construction cost $10,695, first year operating cost $15,000, revenue $23,500. Applicant is employe of WCMN Arecibo, P.R. Ann. July 28.

Fountain City, Tenn.—WFCT Inc., granted 1490 kc, 250 w unl. P.O. address 1223 Volunteer Bldg., Chattanooga 2. Estimated construction cost $13,700 first year operating cost $48,000. revenue $64,000. Applicants are **Frank E. Pellegrin** (30%) vice president and secretary H-R Reps. Inc. and minority owner WLAF LaFollette and WATO Oak Ridge, both Tennessee; **Carlin S. French** (30%), another H-R vice president and majority owner WDXB Chattanooga and minority owner above stations; **Samuel P. Thrower** (30%) general manager and minority owner WATO Oak Ridge, and **William N. Sherman** (10%) salesman WATE Knoxville, Tenn. Ann. July 28.

Existing Am Stations

ACTIONS BY FCC

KRAK Stockton, Calif.—Granted application to change station and studio location to Sacramento. No technical change in station operation. Comr. King not participating. Ann. July 29.

KLAK Lakewood, Colo.—Granted increase in daytime power from 1 kw to 5 kw, continuing operation on 1600 kc, 1 kw-N; engineering condition. Comr. Lee dissented; Comr. King not participating. Ann. July 28.

WAVO Decatur, Ga.—Granted increased power on 1420 kc from 500 w, DA-D, to 1 kw, DA-D; engineering conditions. Ann. July 28.

WTAQ La Grange, Ill.—Designated for hearing application to change operation on 1300 kc from 500 w, DA-N, unl. to 500 w-N, 1 kw-LS, DA-2; made WMIL Milwaukee, Wis., WKAN Kankakee, Ill., and WMFT Terre Haute, Ind., parties to proceeding. Ann. July 28.

KCOG Centerville, Iowa—Granted change from SH to unl. continuing operation on 1400 kc, 100 w. Ann. July 28.

KTTS Springfield, Mo.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; engineering condition; remote control permitted. Ann. July 28.

WGTC Greenville, N.C.—Granted application to resume nighttime operation on 1590 kc on same terms and conditions as previously authorized (1 kw-N, DA). Chmn. Ford and Comr. Cross dissented. Ann. July 28.

WNEL Caguas, P.R.—Granted change in operation from 1450 kc, 250 w, unl. to 1430 kc, 500 w-N, 1 kw-LS. Ann. July 28.

WHCC Waynesville, N.C. WGAP Maryville, Tenn.—Designated for hearing applications to change operations on 1400 kc from 250 w, unl. to 250 w, 1 kw-LS, unl.; made stations WKPT Kingsport, Tenn.; WTHE Spartanburg, S.C.; WLSB Copperhill, Tenn., and WLOS Asheville, N.C., parties to proceeding. Ann. July 28.

KCMC Texarkana, Tex.—Granted change of facilities from 1230 kc, 250 w, unl. to 740 kc, 1 kw, DA-1, unl.; engineering conditions. Ann. July 28.

KALL Salt Lake City, Utah—Granted change on 910 kc from 1 kw, DA-N, unl. to 1 kw-N, 5 kw-LS, DA-2, engineering conditions. Chmn. Ford voted for additional condition; Comrs. Bartley and Lee dissented to grant; Comr. King not participating. Ann. July 28.

KOQT Bellingham, Wash.—Waived sec. 1.323(b) of rules to accept late filing of application for replacement of expired cp but cautioned applicant about timely filings in future. Ann. July 28.

WBIZ Eau Claire, Wis.; KVFD Fort Dodge, Iowa; WMIN St. Paul, Minn.—Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operations on 1400 kc, 250 w-N; made KCOG Centerville, KCIM Carroll, KCBC Des Moines, all Iowa; KMHL Marshall, KFRO Owatonna, KEYL Long Prairie, all Minnesota; and KLIN Lincoln, Neb., parties to proceeding; and made WBIZ, KVFD and WMIN parties with respect to their existing operations. Ann. July 28.

WCOW Sparta, Wis.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1290 kc, D; remote control permitted. Ann. July 28.

APPLICATIONS

WSME Sanford, Me.—Amendment to change frequency from 1340 kc to 1480 kc and delete request to change hours of operation. Ann. Aug. 1.

KASH Eugene, Ore.—Cp to increase daytime power from 1 kw to 5 kw (1600 kc) and install new trans. Ann. July 27.

WSVS Crewe, Va.—Cp to increase power from 1 kw to 5 kw, and install new trans. (800 kc) Ann. Aug. 1.

New Fm Stations

ACTIONS BY FCC

Aurora, Ill.—Vincent G. Cofey & Benjamin A. Oswalt., granted 107.9 mc, 3.6 kw. P.O. address 184 S. River St., Aurora, Ill. Estimated construction cost $15,318, first year operating expenses (for both am and fm) $80,000, revenue (for both am and fm) $100,000. Applicant am will duplicate WMRO Aurora. Ann. July 28.

Glen Ellyn, Ill.—Elizabeth G. Coughlan, granted 107.9 mc, 3.6 kw, P.O. address 1 S. 707 Schaffner Road, Wheaton, Ill. Estimated construction cost $17,795, first year operating cost $29,500, revenue $34,640. Applicant is free lance writer. Ann. July 28.

Grand Rapids, Mich.—WMAX, Inc., granted 100.5 mc, 7.2 kw. P.O. address 113 Lyon N.W. Grand Rapids, Mich. Estimated construction cost $11,200, first year, operating

EDWIN TORNBERG
& COMPANY, INC.
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WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

cost $6,500, revenue $2,500. Applicant fm will duplicate some of programming of WMAX Grand Rapids, Ann. July 28.

Cincinnati, Ohio—Seven Hills Bcstg. Corp., granted 98.5 mc, 14 kw. P.O. address, 2888 W. 44th St., Indianapolis, Ind. Estimated construction cost $25,667, first year operating cost $28,530, revenue $42,000. Principals are **Merle H. Miller** and **Ophelia L. Miller,** 50% each. Mr. Miller is attorney. Ann. July 28.

Houston, Tex.—Joel S. Kaufmann, granted 93.7 mc., 18.5 kw. P.O. address 1328 New York Ave., N.W., Washington, D.C. Estimated construction cost $31,925, first year operating cost $65,000, revenue $75,000. Applicant owns WDJK-FM Atlanta, Ga.

Roanoke, Va.—Lee Hartman & Sons, granted 92.3 mc, 2.8 kw. P.O. address 3236 Cove Road NW, Roanoke, Va. Estimated construction cost, $15,498, first year, operating cost $10,000, revenue $12,000. Applicant is **Lee C. Hartman,** owner of sound equipment business. Ann. July 28.

APPLICATIONS

Little Rock, Ark.—Tanner Bcstg. Corp., 100.7 mc, 22.7 kw. P.O. address 604 E. Capitol Ave., Little Rock, Ark. Estimated construction cost $22,666, first year operating cost $9,000, revenue $14,000. Principals include **H. Glenn Tanner,** 99.8%, owner of Little Rock Muzak franchise. Ann. July 27.

Buffalo, N.Y.—WDIF Corp., 93.7 mc, 18.38 kw. P.O. address Liberty Bank Bldg., Buffalo 2, N.Y. Estimated construction cost $22,502, first year operating cost $45,900, revenue $52,750. Principals include **Herbert H. Ross,** 98%, phonograph record retailer. Ann. Aug. 1.

Columbus-Worthington, Ohio — Peoples Bcstg. Corp., 97.9 mc, 186 kw. P.O. address WRFD, Box 26, Worthington, Ohio. Estimated construction cost $57,330, first year operating cost $30,633, revenue $15,000. Applicant fm will duplicate programming of WRFD Columbus-Worthington. Ann. Aug. 1.

Hillsboro, Ohio—Highland Bcstg. Co., 98.1 mc, 36.33 kw. P.O. address Box 176, Hillsboro, Ohio. Estimated construction cost $6,800, first year operating cost $3,800, revenue $2,000. Applicant is **Thomas Archibald,** applicant for am in Hillsboro. Ann. July 20.

Piqua, Ohio—WPTW Radio Inc., 95.7 mc, 35.6 kw. P.O. address 1625 Covington Ave., Piqua, Ohio. Estimated construction cost $22,500, first year operating cost $9,125, revenue $12,000. Applicant fm will duplicate programming of WPTW Piqua. Ann. July 29.

Sevierville, Tenn. — Smokey Mountain Bcstg. Corp., 102.1 mc, 5 kw. P.O. address Box 187, Sevierville, Tenn. Estimated construction cost $25,554, first year operating cost $10,000, revenue $15,000. Applicant fm will duplicate programming of WSEV Sevierville. Ann. July 27.

Pampa, Tex.—Coy C. Palmer, 100.3 mc, 3.034 kw. P.O. address 2117 North Russell, Pampa, Tex. Estimated construction cost $16,375, first year operating cost $20,000, revenue $32,000. Applicant is 50% owner of KPDN Pampa, Tex. Ann. July 29.

Existing Fm Stations

ACTIONS BY FCC

KCHV-FM Coachella, Calif.—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 28.

WPJB-FM Providence, R.I.—Granted mod. of SCA to operate on additional sub-carrier frequency of 41 kc, for purposes of "continuing dissemination of basic weather information." Ann. July 28.

Ownership Changes

ACTIONS BY FCC

KAIR Tucson, Ariz.—Granted transfer of negative control from **Jerome K. McCauley** through purchase of 50% interest by **Josephine Griffith** for $30,000. Ann. July 28.

KOBY-AM-FM San Francisco, Calif.—Granted (1) renewal of am license and (2) assignment of license and cp to **Gordon Bcstg. of San Francisco Inc.** (**Sherwood R. Gordon,** 100% stockholder, owns KBUZ-AM-FM Mesa, Ariz., and KSDO San Diego); consideration $700,000; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comr. Bartley dissented; Comr. King not participating. Ann. July 28.

KDOL Mojave, Calif.—Granted assignment of cp from **Leslie G. Foote** to **Forrest W.** and **Alta I. Ogan** consideration $5,500. Ann. July 28.

KWKW Pasadena, Calif.—Granted assignment of licenses to **KWKW Inc.** (**John F. Malloy,** president, has interest in KLIQ Portland, Ore.); consideration $700,000. Ann. July 28.

WNTE Naugatuck, Conn.—Granted transfer of control from **Norman Shapiro** to **John T. Parsons** and **James W. Miller;** consideration $19,402. Comr. Bartley dissented; Comr. King not participating, Mr. Miller has interest in WSBS Great Barrington and WCAT Orange, both Ann. July 28.

WTTT Arlington, Fla.—Granted assignment of license to **Rahall Bcstg. Inc.** (**Sam G., Farris E.** and **N. Joe Rahall** have interest in WKAP and WQCY (TV) Allentown, WNAR Norristown, both Pennsylvania; WLCY St. Petersburg, Fla., and WWNR Beckley, W.Va.). Comr. Bartley dissented; Comr. King not participating. Assignee bought property at public auction for $60,100. Ann. July 28.

WFLM (FM) Fort Lauderdale, Fla.—Granted assignment of license to **Findlay Publishing Co.** (WFIN-AM-FM Findlay, Ohio, and WCSI-AM-FM Columbus, Ind.); consideration $50,000. Ann. July 28.

WWIL-AM-FM Fort Lauderdale, Fla.—Granted transfer of control from **L.M. Browning Jr.,** and **Carey H. Blackwell** (100% owners of parent corporation **South Florida Bcstg. Inc.**) to **William A. Roberts** (KAUS and KMMT-TV Austin, Minn., and interest in KWWL-AM-TV Waterloo, Iowa); consideration $400,000 for 100% interest. Ann. July 28.

WNSM Valparaiso-Niceville, Fla.—Granted assignment of license to **Bay County Bcstg. Co.** (WPCE Panama City); consideration $55,725. Ann. July 28.

WALB Albany, Ga.—Granted assignment of license to **Radio Albany Inc.** (**Allen M. Woodall,** president, has interest in WDAK Columbus, WMOG Brunswick, WDAX McRae, and WAYX Waycross, all Georgia); consideration $85,000. Comr. Bartley dissented; Comr. King not partcipating, Ann. July 28.

KEOK Payette, Idaho—Granted (1) renewal of license (2) assignment of license from **A.V. Bamford, Everett S.** and **Rosemary Graham** to **Grahams, David L. Lester** and **Bill Walker;** consideration $12,500 for Mr. Bamford's 50% interest and certain broadcast property plus one-half difference between accounts payable and accounts receivable, not to exceed $3,750. Ann. July 28.

WDAN-TV Danville, Ill.—Granted assignment of license to **Plains Tv Corp.** (WICS (TV) Springfield, WCHU-TV Champaign, both Illinois, and WHNB-TV New Britain, Conn.); consideration $75,000 plus lease and service agreement for studio, transmitting and office space for five years at $1,500 per month. Comr. Bartley dissented; Comr. King not participating. Ann. July 28.

WPEO Peoria, Ill.—Granted transfer of control from **William B. Dolph** et al, to **J.W. O'Connor** and **Frank Babcock;** consideration $350,000 Comr. Bartley dissented; Comr. Cross favored grant with condition, Mr. O'Connor has interest in WBOW Terre Haute, Ind.; KLEE Ottumwa, Iowa, and WCVS Springfield and WJRL Rockford, Ill.; Mr. Babcock owns 50% interest in KWNT Davenport, Iowa. Ann. July 28.

KWHK Hutchinson, Kans.—Granted assignment of license to **KWHK Bcstg. Co.** (**William L. Mitchell,** president); consideration $160,000. Ann. July 28.

WPTT (TV) Augusta, Me.—Granted transfer of control through sale of stock from **Richard S. Robie Sr.,** to **President and Trustees of Bates College** (WRJR [FM] Lewiston); consideration $6,000; subject to such action as commission may deem warranted, if any, as result of final determination with respect to pending petition for rulemaking relating to ch. 10 in Augusta filed by U. of Maine. Ann. July 28.

WORL Boston, Mass.—Granted (1) renewal of license and (2) transfer of control and (3) assignment of license to **Buckley-Jaeger** Bcstg. Corp. of Mass. (same group operates WHIM Providence, R.I.; WDRC Hartford, Conn., and KGIL San Fernando, Calif.); consideration $300,000. Comr. Bartley dissented; Comr. King not participating. Ann. Aug. 1.

WTYM East Longmeadow, Mass.—Granted (1) renewal of license and (2) assignment of license to **Executive Bcstg. Corp.** (**Stanley Ulanoff,** president); consideration $140,000. Ann. July 28.

WEBO Owego, N.Y.—Granted (1) renewal of license and (2) assignment of license to **Owego Radio Inc.** (**Amo Davis,** president); consideration $80,000. Ann. July 28.

WSOC Charlotte, N.C.—Granted assignment of license to **Henderson Belk** (has interest in WGUS North Augusta, S.C.); consideration $200,000. Ann. July 28.

WCHI Chillicothe, Ohio—Granted assignment of license to **Court House Bcstg. Co.** (WCHO Washington Courthouse, and interest in WKOV Wellston, both Ohio); consideration $80,000. Comr. Bartley dissented; Comr. King not participating, Ann. July 28.

KWCO Chickasha, Okla.—Granted assignment of license to **Bayard C. Auchincloss;** consideration $150,000 and covenant not to compete within 25 miles of station for five years. Ann. July 28.

KFJZ-TV Fort Worth, Tex.—Granted assignment of licenses to **NAFI Telecasting Inc.;** considerations include 15-year lease at $6,666 per month for first five years, $13,750 for second five years, and $14,583 for third five years, with option to purchase at termination for $1,000,000, sale of contracts, etc., for $650,000 and $250,000 for 10-year agreement not to compete in service area. Comr. Bartley dissented; Comr. King not participating. (Assignee president, **Kenyon Brown,** has interest in KGLC Miami, Okla.; KANS Independence, Mo.; KSON San Diego, Calif.; KITO San Bernardino, Calif., and KFOX-AM-FM Long Beach, Calif. **Harry L. (Bing) Crosby,** board chairman, also has interest in KFOX-AM-FM). Ann. July 28.

KTES (TV) Nacogdoches, Tex.—Granted assignment of cp to **G. P. (Pat) Scoggins;** consideration $5,000. Ann. July 28.

KBUH Brigham City, Utah—Granted (1) renewal of license and (2) assignment of license to **Wade M. Ebeling;** consideration $13,219. By letter, reminded licensee of sponsorship requirements under sec. 317 of Communications Act and commission rules as result of broadcasting programs in behalf of Thiokol Chemical Corp. during periods preceding National Labor Relations Board elections. Ann. July 28.

WARL-AM-FM Arlington, Va.—Granted assignment of licenses to **United States Transdynamics Corp.** (**Arthur W. Arundel,** president, sole stockholder); consideration $287,000 plus $75,750 for agreement not to compete within 75 miles of Arlington for five years. Comr. Bartley dissented; Comr. King not participating. Ann. June 28.

KOFE Pullman, Wash.—Granted (1) renewal of license and (2) transfer of control to **M. William** and **M. Norine Wippel** and **Robert P. Turnley;** consideration $37,506. Ann. July 28.

APPLICATIONS

WJRD Tuscaloosa, Ala.—Seeks assignment of license from **Wilhelmina Q. Echols** to **John C. Cooper Jr.** for $250,000. Mr. Cooper is manager of WJRD. Ann. Aug 1

KVEC-AM-FM San Luis Obispo, Calif.—Seeks assignment of license from **John C. Cohan** to **San Luis Obispo Bcstg. Corp.** Change to corporate business form with no change in stockholders. Ann. Aug. 1.

WPCT Putnam, Conn.—Seeks assignment of license from **Israel Putnam Bcstg. Co.** to **Herbert C. Rice** for $100,000. Mr. Rice

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has interest in WILI Willimantic, Conn. Ann. July 29.

WQXI Atlanta, Ga.—Seeks assignment of license from **Rounsaville of Atlanta Inc.** to **Esquire Bcstg. Co. of Atlanta** for $1,600,000. Purchaser is **Esquire Inc.**, publisher of *Esquire, Coronet* and other magazines. Firm is headed by **John Smart**, president. Ann. July 21.

WOWI New Albany, Ind.—Seeks assignment of license from **Ohio Valley Bcstg. Inc.** to **Kentuckiana Bcstg. Inc.**, formation of new corporation. No financial consideration or change in stockholders involved. Ann. July 27.

WCTW-AM-FM New Castle, Ind.—Seeks assignment am cp and fm license from **Courier-Times Inc.** to **WCTW Inc.** to establish corporate entity for licensee. No financial consideration involved. Ann. July 27.

KANO Anoka, Minn.—Seeks transfer of control of **Northwest Bcstg. Co.** from **Richard B. Ahern** and **Frank R. Hunt Jr.**, equal partners, to **Frank Hunt**, 50%, **Richard Ahern** and **Richard J. Novak**, 25% each. Mr. Novak will pay to Mr. Ahern for 25% interest the sum of $1,250 for stock plus $13,750 for ½ interest in promissory note owing to Mr. Ahern by Northwest Bcstg. Mr. Novak is in advertising. Ann. Aug 1.

KONE Reno, Nev.—Seeks assignment of license from **Thompson Magowan** and **Frederick Jones** to **Radio K-ONE Inc.** by cancellation by new partner, **Leland J. Fuller** (51%) of $8,500 in notes signed by Mr. Magowan plus payment to Mr. Magowan of sum of $7,000 for his interest in station. Mr. Jones will retain 49% interest in KONE. Mr. Fuller has 75% interest in KPLI-FM Riverside, Calif. Ann. July 27.

KTNM Tucumcari, N.M.—Seeks assignment of license from **Quay County Bcstg. Co.** to **Tucumcari Bcstg. Co.** for $92,500. Purchasers are **Robert D.** and **Hoyt Houck**, equal partners, who have interest in bottling company and taxi-cab firm. They formerly held interests in KAMQ and KVII (TV), both Amarillo, Tex. Ann. July 27.

KHFI (FM) Austin, Tex.—Seeks assignment of license from **Roderick E. Kennedy** to **Kennedy-Heard Features Inc.** Change to corporate business form. No financial consideration involved. Ann. July 27.

WPLT Paris, Tex.—Seeks transfer of control of **Ron Litteral of Paris Inc.** from **Ron C. Litteral**, 98%, and others, to **Clifford B. Marshall** for assumption of $1,330 debt. Mr. Marshall is with Blackburn & Co., media brokers. Ann. July 27.

KEFC (FM) Waco, Tex.—Seeks assignment of license from **Music Unlimited Inc.** to **Centex Radio Co.** for $27,500. Principals are **Charles Watson**, 51%, **Sarah F. Humphreys**, 30%, and **E.B. Watson**, 19%. Charles Watson is manager of KEFC (FM) E.B. Watson is accountant. Ann. Aug. 27.

WODI Vinton, Va.—Seeks assignment of cp from **WYTI Inc.** to **Roanoke-Vinton Radio Inc.** for $4,700. Principals include **Stuart W. Epperson**, 51%, **S.L. Goodman**, 29%, and **Lester L. Williams**, 20.% Mr. Epperson is employe of WPAQ Mt. Airy, N.C. Mr. Williams is applicant for am at Troy, N.C. Ann. Aug. 1.

WCHS-AM-TV Charleston, W.Va.—Seeks assignment of licenses from **Tierney Co.** (am licensee) and **WCHS-TV Inc.** (tv licensee wholly-owned by Tierney) to **C-B-T Inc.** for $2,598,000 ($1,827,700 for tv station). C-B-T Inc. is wholly-owned by **Rollins Bcstg. Inc.** which owns or has interest in WAMS Wilmington, WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WBEE Harvey, Ill.; WPTZ (TV) North Pole, N.Y., and WEAR (TV) Pensacola, Fla. Ann. July 27.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **KDEF** Bcstg. Co. to change operation of station **KDEF** Albuquerque, N.M. on 1150 kc from 1 kw, D, to unl. time with 1 kw-D, 500 w-N, DA-N. Ann. July 29.

OTHER ACTIONS

Chicago, Ill.—Radio America; Lansing, Ill.—Gordon Boss & Assoc; Park Forest, Ill.—Edward L. Waterman—Designated for hearing three mutually exclusive applications for new fm stations in consolidated proceeding with applications of Blue Island Community Bcstg. Co., Blue Island, Ill., et al; order supersedes Dec. 2, 1959 order with respect to issues only. Ann. July 28.

Rollings Bcstg. Inc.; Wilmington Tv Co., Inc.; WHYY Inc.; Metropolitan Bcstg. Corp.; National Telefilm Assoc., Inc.; Wilmington, Del.—Designated for consolidated hearing applications for new tv stations to operate on ch. 12. Comr. Bartley dissented; Comr. Lee dissented in part. Ann. July 28.

Oregon Tv Inc.; Willamette-Land Tele., Inc., Salem, Ore.—Designated for consolidated hearing applications for new tv stations to operate on ch. 3; denied Oregon Tv request to include in hearing its contingent application to modify license of KPTV (TV) (ch. 12), Portland, to eliminate substantially overlap of grade A field intensity contours of KPTV and proposed Salem station. Comr. King not participating. Ann. July 28.

Corpus Christi, Tex.—Mrs. Jane Rascoe; Port Lavaca, Tex.—Uvalde Bcstrs. Inc.; Port Lavaca, Tex.—Lewis O. Siebert—Designated for consolidated hearing applications for new daytime am stations on 1560 kc—Uvalde and Mr. Siebert with 500 w and Mrs. Rascoe with 250 w; denied request by Mrs. Rascoe for extension of time to answer commission's May 25, 309(b) letter. Ann. July 28.

Mountain Empire Radio Co., Clinton, Tenn.—Designated for hearing application for new am station to operate on 1460 kc, 500 w, D; made WEAG Alcoa and WLAF La-Follette, both Tennessee, parties to proceeding. Ann. July 28.

Guam Bcstrs. Inc., Agana, Guam—Granted request to expedite processing of application for new am station to operate on 990 kc, 1 kw unl. Comr. King not participating. Ann. July 28.

■ Waived sec. 3.666(c) of rules and granted special temporary authority to National Bcstg. Co. (WNBC-TV, ch. 4) New York, N.Y., for period Sept. 1 to Sept. 30 to transmit "interleaved sound" (sound signals interleaved with picture components) in its tv network programs for transmission to and broadcast by associated NBC stations, with report to be furnished of test observations and findings upon conclusion of tests; without prejudice to such action as commission may deem warranted as result of its final determination: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters against NBC and RCA. Comr. Bartley dissented; Comr. King not participating. Ann. July 28.

■ Commission granted (1) applications of J.R. Karban (Box 176), Rhinelander, Wis. for two new tv translator stations on ch. 71 to translate programs of WFRV (TV) (ch. 5) Green Bay, and on ch. 76 to translate programs of WSAU-TV (ch. 7), Wausau; and (2) applications for mod. of cps for stations W73AD and W80AC Rhinelander, to reduce ERP from 142 w to 107.52 w, relocate translators to ¾ mile south of Rhinelander and change transmission line and ant. system. By letter, denied petition by Rhinelander Tv Cable Co. to designate applications for hearing. Comrs. Bartley and Cross abstained from voting. Ann. July 28.

■ By letter, granted, in part, petition by WHAS Inc., Louisville, Ky., for waiver of sec. 17.43(a) and 17.23 of rules for duration of present license period of am station WHAS (until Aug. 1, 1961) to allow tower near Eastwood to be painted black and white, but denied waivers insofar as they relate to WHAS-TV tower. Ann. July 28.

■ By order, commission granted petition by American Bcstg.-Paramount Theatres Inc. (WABC) New York, N.Y., to extent of retaining in pending file application of KCRA Inc. to change facilities of station KCRA Sacramento, Calif., from 1320 kc, 1 kw-N, 5 kw-LS, DA-2 unl., to 1030 kc, 50 kw, DA-1 unl. until conclusion of clear channel proceeding. Comr. King, not participating. Ann. July 28.

■ By letter, commission denied request by Will-Mont Bcstg. Co. (WMPT) South Williamsport, Pa., and Radio Corning Inc. (WCLI) Corning, N.Y., that their applications for increased daytime power on 1450 kc be removed from "awaiting study" file and considered with applicants listed in 309(b) letter of Dec. 9, 1959 to Washington Bcstg. Co., et al. Ann. July 28.

■ By letter, commission returned as not acceptable tendered amendment of WKOX Inc., proposing operation of WKOX Framingham, Mass., during SH from local sunrise at Framingham to 15 minutes before local sunset at Ft. Wayne, Ind., and advised WKOX that further action on its application for mod. of license (1190 kc, 1 kw, D) to specify limited operation to local sunset at Fort Wayne will be withheld pursuant to sec. 1.351 of rules. Comr. Bartley voted for grant; Comr. King not participating. Ann. July 28.

■ Commission designated for consolidated hearing applications of Robert D. and Martha M. Rapp and Donald M. Donze for new am stations to operate on 1400 kc, 250 w, unl., in Festus, Mo.; following applications to increase daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N: KWYN Wynne, Ark.; WHUB Cookeville, Tenn.; WJZM Clarksville, Tenn;

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WHAL Shelbyville, Tenn.; KCLA Pine Bluff, Ark.; KSIM Sikeston, Mo.; KELD El Dorado, Ark.; WDWS Champaign, Ill.; WEOA Evansville, Ind.; KFRU Columbia, Mo.; following stations to increase daytime power—WBAT Marion, Ind., from 250 w to 500 w, continuing operation on 1400 kc, 500 w-N; and WFIW Fairfield, Ill., from 500 w to 1 kw, continuing operation on 1390 kc, 500 w-N; made WANY Albany, Ky.; WIEL Elizabethtown, Ky.; KWK St. Louis, Mo.; WMSL Decatur, Ala.; WFPA Ft. Payne, Ala.; WKJG Fort Wayne, Ind.; KTFS Texarkana, Tex.; WJCD Seymour, Ind.; WGIL Galesburg, Ill.; WTIM Taylorville, Ind.; WVJS Owensboro, Ky.; WFIW Fairfield, Ill.; KCOG Centerville, Iowa; KTTS Springfield, Mo., and WRJN Racine, Wis., parties to proceeding; and made KCLA, KSIM, WHAL, KFRU, WEOA, WHUB, WJZM, KWYN, KELD, WBAT and WFIW parties with respect to their existing operations. Ann. July 28.

■ By order, commission consolidated in hearing following 26 am applications (eight for new stations and 18 for changes in facilities) involving 1320 to 1360 kc: Triangle Publications Inc. (WNHC) New Haven, Conn.; Charlottesville Bcstg. Corp. (WJMA) Orange, Va.; Independence Bcstg. Co. (WHAT) Philadelphia, Pa.; WKRZ Inc. (WKRZ) Oil City, Pa.; WRAW Inc. (WRAW) Reading, Pa.; WBRE Radio Inc. (WBRE) Wilkes Barre, Pa.; Martinsburg Bcstg. Co. (WEPM) Martinsburg, W.Va.; Greater Princeton Bcstg. Co., Princeton, N.J.; E. Anthony & Sons Inc. (WNBH) New Bedford, Mass.; United Bcstg Co. (WOOK) Washington, D.C.; Community Bcstg Service (WWBZ) Vineland, N.J.; Community Bcstg. Corp. (WALL) Middletown, N.Y.; Eastern Bcstg. Corp. (WHAP) Hopewell, Va.; New Jersey Bcstg. Co., Princeton, N.J.; Mid-Atlantic Bcstg. Co. (WMID) Atlantic City, N.J.; Greylock Bcstg. Co. (WBRK) Pittsfield, Mass.; Nassau Bcstg. Co. Princeton, N.J.; WSTV Inc. (WSTV) Steubenville, Ohio; Gosco Bcstrs., Windber, Pa.; Rodio Radio, Hammonton, N.J.; Connellsville Bcstrs. Inc. (WCVI) Connellsville, Pa.; Norwalk Bcstg. Co. (WNLK) Norwalk, Conn.; Cumberland Valley Bcstg. Corp., Westernport, Md.; WKAP Inc. (WKAP) Allentown, Pa.; Harry A. Epperson Sr., Luray, Va.; Windber Community Bcstg. System, Windber, Pa. It made WEVD New York, N.Y.; WPOW Brooklyn, N.Y.; WSCR Scranton, Pa.; WWPA Williamsport, Pa.; WBAY Green Bay, Wis.; WEET Richmond, Va.; WENT Gloversville, N.Y.; WHAZ Troy, N.Y.; WADC Akron, Ohio; WAMP Pittsburgh, Pa.; WHAR Clarksburg, W.Va.; WKMC Roaring Springs, Pa.; WMCK McKeesport, Pa.; WORK York, Pa.; Monocacy Bcstg. Co., Gettysburg, Pa.; WNCO Ashland, Ohio; WPPA Pottsville, Pa.; WSAJ Grove City, Pa.; WTRN Tyrone, Pa.; and WDRC Hartford, Conn., parties to proceeding; and following parties with respect to their existing operations: WALL, WNLK, WHAP, WOOK, WMID, WRAW, WBRE, WHAT, WCVI, WNHC, WBRK, WKRZ, WSTV, WEPM, WJMA and WNBH.

At same time, commission dismissed, for conflict with provisions of NARBA, applications of Lockport Union-Sun and Journal Inc. (WUSJ) Lockport, N.Y. and Air Waves Inc. (WJOC) Jamestown, N.Y. seeking increased daytime power. Ann. July 28.

■ Commission invites comments to notice of proposed rulemaking looking toward amending part 3 of broadcast services rules to permit noncommercial educational fm stations to engage in specified subsidiary communications services. Proposal is limited to authorizing such stations to use subcarrier transmissions on multiplex basis for educational purposes which in all respects conform with basic policy underlying established rules limiting use of such stations to non-commercial educational service. Proposed amendment stems from petitions by WGBH Educational Foundation (WGBH-FM) Boston, Mass., and National Assn. of Educational Bcstrs. Latter petition was broadly phrased and would appear, in its terms, to include, without limit, all forms of service which might be rendered by use of subcarrier. To extent that it might be contemplated that noncommercial educational fm stations be authorized to provide commercial background music or other program services similar to functional music services provided by commercial fm stations to commercial subscribers, commission noted that proposal was inconsistent with policy underlying sec. 3.503(c) of rules which provides that each noncommercial educational fm station shall furnish non-profit and noncommercial broadcast service, and that no sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made, and discerned no basis in pleadings for departing from sec. 3.503(c). Comr. King not participating. Ann. July 28.

■ Commission invites comments to notice of proposed rulemaking looking toward amending am broadcast "10% rule" to make it less restrictive for existing class IV stations operating with power in excess of 250 w.

Pertinent part of sec. 3.28 now permits grant of class IV facility if interference received does not affect more than 10% of population in its normally protected primary service area (0.5 mv/m contour). That section is proposed to be amended to permit grant of applications by existing class IV stations seeking to increase daytime power from 250 w to 500 w or 1 kw regardless of extent of interference.

In 1958 commission raised maximum power for class IV stations to 1 kw, and there are more than 400 now pending applications by class IV stations to increase their daytime power above 250 w. In nearly all of these cases, additional areas and population would be served by such increases of power.

Present "10%" provision would still be applicable to proposals for new stations regardless of whether they operate with 250 w or higher power. Ann. July 28.

■ By letter, commission is advising Taft Bcstg Co. (WKYT-TV ch. 27) Lexington, Ky., and WHAS Inc. (WHAS-TV ch 11) Louisville, Ky., that issues raised by petition of WKYT-TV for issuance of cease and desist order in connection with refusal of WHAS-TV to grant WKYT-TV permission to rebroadcast CBS program series entitled *Game of the Week* by means of off-the-air pickup of WHAS-TV signal, and opposition and reply filings, cannot be resolved solely on basis of these documents, and hearing is required; afforded parties opportunity to reconcile differences and respond within 15 days. Chmn. Ford and Comr. King dissented. Ann. July 28.

■ By letter, denied petition by Northern Bcstg Corp. (WLNH) Laconia, N.H., to designate for hearing application by Lawrence Bcstg. Co. (WEMJ). Laconia, to change trans. site; dismissed as moot like petition against previous application. Comr. King not participating. Ann. July 28.

■ By memorandum opinion and order, commission denied petitions by National Bcstg. Co. and four affiliated tv stations (KOA-TV Denver; WRGB Schenectady; KSD-TV St. Louis, and WAVE-TV Louisville) to suspend 2-year transition period for divestment by networks of national spot sales representation of affiliated stations (other than network owned) pending judicial review. Comr. King not participating. In October 1959 commission adopted rule which requires such divestment by Dec. 31, 1961. Petitions for review of 1959 order are before Court of Appeals. Ann. July 28.

■ Commission granted applications by three tv stations operating in Sacramento-Stockton, Calif., area to use common ant. site at Walnut Grove, about 22 miles south of Sacramento and 20 miles north of Stockton. They are KCRA-TV (ch. 3) and KXTV (TV) (ch. 10) both Sacramento, and KOVR (TV) (ch. 13) Stockton. Grants are conditioned to KOVR dismantling old tower and KCRA-TV reducing old tower to height not exceeding 200 ft. above ground. Three grants are without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. By letters, commission denied certain requests by KRON-TV (ch. 4), San Francisco; KTVU (TV) (ch. 2) Oakland; KVUE (TV) (ch. 40) and KGMS(FM), both Sacramento. Comr. King not participating. Ann. July 28.

■ By order, commission delegated authority to Board of Commissioners during period Aug. 2 to Sept. 9, inclusive, to institute investigations and issue hearing orders whenever one or more comrs. are present. Ann. July 29.

■ By report and order, commission granted request by E. Anthony & Sons Inc., Eastern States Bcstg Corp., and New England Tv Co., applicants for ch. 6 in New Bedford, Mass., and terminated rulemaking proceeding which looked toward deleting that channel from New Bedford. Ann. July 29.

■ By order, commission modified its "freeze" on processing certain categories of am broadcast applications to operate on clear channels to exempt applications for unlimited time and daytime operation outside of 48 continental states if such assignments do not affect domestic clear channel considerations. Sec. 1.351 of rules was amended accordingly. Comr. King not participating. Ann. July 29.

■ Commission directed preparation of documents looking toward:

Granting application of May Bcstg. Co. for renewal of license of am station KMA Shenandoah, Iowa. Nov. 10 initial decision looked toward this action.

Granting application of KVFC Inc., to change operation of station KVFC Cortez, Colo., from 1 kw, D, to 250 w-N, 1 kw-LS, DA-N, continuing operation on 740 kc. Feb. 1, 1960 initial decision looked toward this action.

Granting application of Suburban Bcstg. Corp. for new am station to operate on 1390 kc, 500 w, D, in State College, Pa. Feb. 1, 1960 initial decision looked toward this action. Ann. July 29.

■ By memorandum opinion and order, commission granted in part joint petition for reversal of chief hearing examiner's denial of intervention by Air Transport Assn. of America, Air Line Pilots Assn., International, National Business Aircraft Assn. and the Aircraft Owners and Pilots Assn., and permitted them to intervene as matter of commission discretion in proceeding on application of M&M Bcstg. Co. for mod. of cp of WLUK-TV (ch. 11) Marinette, Wis.; specifically affirmed commission denial of stay in proceeding; and dismissed as moot ATA and ALP joint petitions to waive rules and review adverse ruling of chief hearing examiner. Comrs. Bartley and Cross dissented. Ann. July 29.

By separate memorandum opinion and order in above proceeding, commission denied joint petition by Federal Aviation Agency, Department of Army and Department of Navy for review of examiner's ruling sustaining applicant's objection to introduction into evidence FAA Exhibit 14, "specified criteria to be used by radio/tv and aviation interests relative to height and location of new ant. structures and new airports," and report by Joint Industry/Government Tall Structures Committee in which it is contained. Ann. July 29.

■ By memorandum opinion and order, commission, on petition by applicant, reconsidered and granted without hearing application of Holland Bcstg. Co. to increase daytime power of station WHTC Holland, Mich., from 250 w to 1 kw, continuing operation on 1450 kc with 250 w-N; engineering conditions and conditioned that grant of Holland application shall neither prejudice nor strengthen Booth Bcstg. Co. and/or WHFC Inc., in determinations to be made under the 307(b) and 3.28(c) issues. Ann. Aug. 1.

■ Commission on Aug. 3 granted petition by Broadcast Bureau and extended to Aug. 15 time to reply to petition by Abilene Radio and Tv Co., to modify issues in

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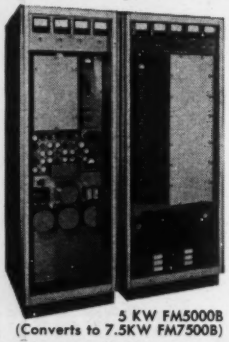

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proceeding on its application for new tv station to operate on ch. 3 in San Angelo, Tex., et al. Ann. Aug. 3.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

■ Granted petition by Broadcast Bureau and extended to Aug. 22 time to respond to petition by Western Plains Bcstg. Co., party respondent, to enlarge issues in proceeding on application of Mercury Bcstg. for am facilities in Colorado Springs, Colo. Action July 28.

By Commissioner Robert E. Lee

■ Granted petition by John K. Rogers and extended to Aug. 12 time to file exceptions to initial decision in proceeding on his application for new am station in Bristol, Tenn. Action Aug. 1.

By Chief Hearing Examiner James D. Cunningham

■ Designated for hearing following applications on dates shown: Oct. 5: Wausau, Wis., tv ch. 9 proceeding; Oct. 10: Calojay Enterprises Inc., for new fm stations in Indianapolis, Ind., Lawrence Shushan for new fm station in Santa Barbara, Calif. Actions July 26.

■ In connection with petition by Catonsville Bcstg. Co. to dismiss its application for new am station in Catonsville, Md., ordered that more comprehensive itemization and explanation of expenses incurred to date in prosecution of its application will be submitted under oath by Catonsville on before Aug. 4; application is consolidated for hearing. Action July 28.

■ On petition by Broadcast Bureau, changed place of hearing from Washington, D.C., to Pasadena, Calif., in Sept. 26 proceeding on applications of Eleven Ten Bcstg. Corp. for renewal of license of station KRLA Pasadena, Calif., and license to cover cp and changed presiding officer from Thomas H. Donahue to James D. Cunningham, who will preside at other hearings heretofore scheduled to be held in Los Angeles. Action July 29.

■ Granted petition by Connolly Bcstg. Co. and dismissed without prejudice its application for am facilities in Bessemer, Ala. Application was in consolidated am proceeding. Action July 28.

■ Extended from July 29 to Aug. 1 time to file final engineering exhibits and dismissed as moot petition by Service Bcstg. Co., for further extension of time in proceeding on its application for am facilities in Concord, Calif. Action July 29.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at July 26 prehearing conference, continued evidentiary hearing from Sept. 20 to Oct. 19 in proceeding on applications of A.S. Riviere and Radio Georgia for new am stations in Barnesville and Thomaston, both Georgia. Action July 26.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Interurban Bcstg. Corp., and extended from Aug. 1 to Aug. 23 and from Aug. 15 to Sept. 6 dates for filing proposed findings and conclusions and replies in proceeding on its application for new am station in Laurel, Md., et al. Action July 28.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at prehearing conference on July 28, scheduled Sept. 15 for exchange of exhibits, Sept. 22 for further prehearing conference, and postponed Sept. 14 hearing to date to be determined at Sept. 22 prehearing conference in proceeding on fm application of M. Earlene Stebbins, Skokie, Ill., et al. Action July 28.

By Hearing Examiner Millard F. French

■ Granted motion by Northwest Bcstrs. Inc., and corrected in various respects vol. II of record in proceeding on its application and that of Rev. Haldane James Duff for am facilities in Bellevue and Seattle, both Washington. Action July 27.

■ Upon petition by WTTT Inc. (WTTT) Arlington, Fla., continued date for exchange of preliminary engineering exhibits from July 29 to Aug. 8, in proceeding on its am application, et al. Action July 29.

By Hearing Examiner Walther W. Guenther

■ Granted joint motion by Dixie Bcstg. Co. (WCCP) Savannah, Ga., and WMFJ Inc. (WMFJ) Daytona Beach, Fla., and extended from Aug. 8 to Sept. 9 time to file proposed findings of fact and conclusions and from Aug. 18 to Sept. 21 for replies in proceeding on their am applications, et al. Action July 29.

By Hearing Examiner H. Gifford Irion

■ Cancelled Aug. 1 date for filing proposed findings of fact and scheduled further hearing for Sept. 16 in proceeding on application of Northside Bcstg. Co., for new am station in Jeffersonville, Ind. Action July 27.

By Hearing Examiner David I. Kraushaar

■ On motion, scheduled prehearing conference for 2 p.m., Sept. 9, in proceeding on applications of Hennepin Bcstg. Assoc. for am facilities in Minneapolis, Minn., et al. Action July 28.

■ On own motion, scheduled prehearing conference for 2 p.m., Sept. 13, in proceeding on application of Lawrence Shushan for fm facilities in Santa Barbara, Calif. Action July 28.

■ By order, formalized procedural agreements reached by parties at July 29 prehearing conference; scheduled second prehearing conference for 2 p.m., Oct. 25, and continued hearing from Sept. 14 to Nov. 1 in proceeding on am applications of Frederick County Bcstrs, Winchester, Va., et al. Action July 29.

■ Ordered that previous denial of motions by M.W. Cooper, Midwest City, Okla., for continuances of proceeding on am applications be construed as being without prejudice to reasonable effort Mr. Cooper may yet seek to put forward to have deposition taken; set forth conditions in this regard; and further ordered that examiner would entertain favorably motion to reopen record for receipt of such deposition in evidence if taken in accordance with conditions outlined. Action Aug. 1.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for Sept. 6 in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM both Globe, all Arizona. Action Aug. 1.

By Hearing Examiner Herbert Sharfman

■ On request of Wilmer E. Huffman and without objection by other parties, continued dates for final exchange of engineering and lay exhibits from Aug. 8 to Aug. 17 and for notification of witnesses from Aug. 17 to Sept. 6 in proceeding on his application for am facilities in Pratt, Kans., et al. Action July 28.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement arrived at during July 27 prehearing conference, scheduled Sept. 21 for exhibits to be exchanged and continued hearing from Sept. 14 to Oct. 6 in proceeding on application of Pacific Bcstrs. Corp., for extension of time to complete construction of tv station KBFL Bakersfield, Calif. Action July 27.

■ Granted petition by Broadcast Bureau and extended to Aug. 15 time to file proposed findings and conclusions and to Sept. 19 for reply findings in Greensboro-High Point, N.C., tv ch. 8 proceedings. Action Aug. 1.

BROADCAST ACTIONS

by Broadcast Bureau

KHHH Pampa, Tex.—Granted assignment of license to **H.H. Huntley.**

KPGM Los Altos, Calif.—Granted assignment of cp to **Foothill Bcstg. Corp.**

KBRK Brookings, S.D.—Granted assignment of license **Brookings Bcstg. Co.**; stock transaction.

KBEK Elk City, Okla.—Granted assignment of license to **Bob D. Garrison.**

KDXE North Little Rock, Ark.—Granted temporary authority to operate from main studio pending action on application for permanent authority.

WMIC St. Helen, Mich.—Granted license for am station.

■ Granted licenses for following fm stations: WEBR-FM Buffalo, N.Y.; KPRI San Diego, Calif. and WCHD Detroit, Mich.

WAMV East St. Louis, Ill.—Granted license covering increase in daytime power and change in type trans.

WTON Staunton, Va.—Granted license covering increases in daytime power and installation of new trans.; condition.

WNES Central City, Ky.—Granted license covering change of frequency.

WMMS Bath, Me.—Granted license covering increase in power.

WFGM Fitchburg, Mass.—Granted license covering installation of old main trans. to be used as alternate main trans.

WWJ-FM Detroit, Mich.—Granted license covering installation of new trans. to be used for auxiliary purposes only with remote control operation of trans.; ERP 7.7 kw; ant. height 480 ft.

WGTC Greenville, N.C.—Granted license covering installation of new trans. for auxiliary purposes.

KITT San Diego, Calif.—Granted license covering change in ERP to 56 kw, installation of new trans, and ant. and change ant. height to 180 ft.

KABC Los Angeles, Calif.—Granted license covering reduction in height of S.E. tower of DA system without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WTAW College Station, Tex.—Granted license covering change in ant.-trans and studio locations, installation of new trans. and deletion of remote control operation.

WSAI Cincinnati, Ohio—Granted license covering installation of new trans. without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WOXF Oxford, N.C.—Granted license covering installation of new type trans.

WMIQ Iron Mountain, Mich.—Granted license covering installation of new trans.

KULP Galveston, Tex.—Granted license covering installation of new trans.

KGBC Galveston, Tex.—Granted license covering move of auxiliary trans. to new location for use auxiliary day and alternate main night.

***WBJC (FM) Baltimore, Md.**—Granted cp to change ant-trans. and main studio location, increase ERP to 800 w, install new ant. and make changes in ant. system and trans. equipment; ant. 200 ft.

WPFM Providence, R.I.—Granted cp to replace expired permit for increase in ERP to 20 kw, decrease in ant. height to 165 ft., and installation of new trans.

WFMQ (FM) Chicago, Ill.—Granted cp to install new trans. and increase ERP to 37 kw, remote control permitted; engineering condition.

KPOL-FM Los Angeles, Calif.—Granted cp to increase ERP to 100 kw, install new type trans.; ant. 550 ft.

KGB-FM San Diego, Calif.—Granted cp to increase ERP to 80 kw, ant. height to 590 ft., change trans. location and install new type trans.

WAMV East St. Louis, Ill.—Granted mod. of cp to change type trans.

KREB Shreveport, La.—Granted mod. of cp to change type trans.; engineering condition.

WEMJ Laconia, N.H.—Granted mod. of cp to change ant.-trans. location and specify studio location and remote control point.

■ Following stations were granted extensions of completion dates as shown: WCBM-FM Baltimore, Md., to Oct. 15; WPTT (TV) Augusta, Me., to Nov. 1.

Actions of July 28

WTKY Tompkinsville, Ky.—Granted license for am station.

■ Granted licenses for following fm stations: WRAY Princeton, Ind.; WCMF Rochester, N.Y.; and WCCC-FM Hartford, Conn.

WMCK McKeesport, Pa.—Granted license covering increase in daytime power and installation of new trans.

WFIU (FM) Bloomington, Ind.—Granted license covering increase of ERP, decrease in ant. height and installation of new ant.

WRAY Princeton, Ind.—Granted license covering changes in ant. system.

WFID-FM Rio Piedras, P.R.—Granted license covering change of facilities and installation of new trans.

WCOL-FM Columbus, Ohio—Granted license covering increase in ERP, decrease in ant. height, and change in trans. location.

WSIX-FM Nashville, Tenn.—Granted license covering change in ERP and frequency, installation of new trans., changes in ant. system and increase in ant. height.

WGAL-FM Lancaster, Pa.—Granted license covering decrease in ERP, increase in ant. height, change in ant.-trans. location, and installation of new ant. and trans.

KRAK Stockton, Calif.—Granted license covering increase in power, change ant.-trans. location, DA and ground systems, DA-N to DA N & D, install new trans.

WDET-FM Detroit, Mich.—Granted license covering increase in ERP and ant. height, change in ant.-trans. and studio locations to same location, install new ant. for emergency use, and make changes in ant. system.

WCFV Clifton Forge, Va.—Granted cp to make changes in ant. system.

WEAW-FM Evanston, Ill.—Granted mod. of cp to decrease ERP to 180 kw, decrease ant. height to 240 ft., change type trans. and type ant. and make changes in ant. system; remote control permitted; engineering condition.

WARL-FM Arlington, Va.—Granted authority to remain silent to Dec. 31.

WMSA-FM Massena, N.Y.—Granted authority to remain silent for period ending Feb. 1, 1961.

WSPN Saratoga Springs, N.Y.—Granted extension of authority to remain silent for period ending Aug. 1.

KRSC Othella, Wash.—Granted extension of authority to operate from sign-on at 6 a.m. to sign-off at 6 p.m. for period ending Aug. 20.

Actions of July 27

WFMY-TV Greensboro, N.C.—Granted acquisition of positive control by **Beverly C. Moore**, trustee for **E.B. Jeffress** through sale of stock by **Security National Bank of Greensboro** and **Margaret Stockton Moore**, trustees of estate of **Margaret Chambers Stockton**, deceased, and **Harry S. Moore** to **Greensboro News Co.**

KBUH Brigham City, Utah—Granted license covering installation of new type trans.

KUTV Salt Lake City, Utah—Granted cp to replace present ant. system with newer model and changes in equipment.

KDJI Holbrook, Ariz.—Granted change in remote control authority.

Actions of July 26

National Bcstg. Co., New York, N.Y.—Granted extension of authority to transmit or deliver tv programs to Canadian Bcstg. Corp. or to any licensed tv station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities without prejudice to such action as commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters against NBC and RCA.

WLOG Logan, W.Va.—Granted involuntary assignment of license to **Robert O. Greever**, individually, and as executor of estate of **Clarence H. Frey**, deceased.

***KUER(FM) Salt Lake City, Utah**—Granted license for noncommercial educational fm station.

■ Granted licenses for following fm stations: KTOP-FM Topeka, Kan.; KDDD-FM Dumas, Tex.; WBCM-FM Bay City, Mich.; KYEW (FM) Phoenix, Ariz.; KUPD-FM Tempe, Ariz.

KVEN Ventura, Calif.—Granted license covering installation of new trans.

KBEL Idabel, Okla.—Granted license covering installation of new trans.

KUPD Tempe, Ariz.—Granted license for am station and specify studio location.

WGUS North Augusta, S.C.—Granted license covering change of facilities; deleted remote control authority.

KVLF Alpine, Tex.—Granted license covering increase in daytime power and installation of new trans.

KUEN Wenatchee, Wash.—Granted license covering increase in power.

WEPM-FM Martinsburg, W.Va.—Granted cp to install new type trans.

Actions of July 25

KHBR-FM Hillsboro, Tex.—Granted assignment of license to **KHBR Radio Inc.**

KLOU Lake Charles, La.—Granted assignment of license to **Dixie Bcstrs. Inc.**

K7OBO Williams, Ariz.—Granted license for tv broadcast translator station.

KYND Tempe, Ariz.—Granted am license.

KWG Stockton, Calif.—Granted license covering installation of new type trans.

KTBC Austin, Tex.—Granted license covering installation of new trans. to be used as alternate main trans. at night and auxiliary trans., day.

KGY Olympia, Wash.—Granted license covering installation of new trans., changes in ant. system, and change studio, ant.-trans. locations and increase in daytime power.

KVCK Wolf Point, Mont.—Granted license covering increase in day power and installation of new trans.

KDKD Clinton, Mo.—Granted license covering installation of new trans.

KAAB Hot Springs, Ark.—Granted extension of authority to sign-off at 8:05 p.m. for period ending Aug. 31.

WARL-FM Arlington, Va.—Granted cp to increase ERP to 20 kw, decrease ant. height to 490 ft., install new type trans. and ant. and make changes in ant. system.

KGMJ Seattle, Wash.—Granted mod. of cp to increase ERP to 71 kw, ant. height to 1,100 ft., change ant.-trans. location, type trans., type ant., and make changes in ant. system.

WCBM-FM Baltimore, Md.—Granted mod. of cp to increase ERP to 20 kw, change type trans. and new ant.

(Continued on page 99)

This is the business end of a Collins M-60 self-contained remote microphone. It is a combination one-channel transistorized remote amplifier and a high quality mike with ear plug headphone. The Collins M-60 performs successfully at fast-paced broadcast events where quality and mobility are equally important.

COLLINS

COLLINS RADIO COMPANY CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

18 ounces • 12-3/4 inches long • Dynaflex non-metallic diaphragm • six transistors • 600 ohm balanced output • ±1.5 db amplifier frequency response at 60-15,000 cps • less than 2% distortion at 12 dbm output • powered by 100-hour 5.4 v mercury cell.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted, genuine sales manager: $600 Guarantee plus commission. Last three years this position has paid excess of $10,000 annually. Small midwest single station market. If you can sell and handle salesmen, send complete resume to Box 455B, BROADCASTING.

Western, medium market with opportunity to invest. Box 568B, BROADCASTING.

Manager for successful operation in single station midwest market of over 100,000—present manager being promoted. Send details and references. Box 608B, BROADCASTING.

Managerial . . . aggressive manager personally proficient all phases radio. Must be able train, keep respect of staff, administer sales. Air mail picture, resume Gordon Allen, KGAY, Pacific N.W. men preferred. Salem, Oregon.

Sales

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

$500.00 a month guarantee against commissions up to 25%. This is in Ohio where the right man can make up to $15,000 a year. Drop us a line and we'll contact you. Box 580B, BROADCASTING.

Broadcasters . . . station managers . . . is there a competing sales manager or a top radio time salesman in your territory who send you home with a bad headache? If you will furnish us with his name and address and tell us approximately how much money he makes, we will try to remove the irritation. Write Box 316, Frewsburg, New York.

Salesman—Rare opportunity one of Florida's fastest growing markets. Send photo, tell all in first letter. References checked. Box 472, Cocoa, Florida.

Salesmen radio campaigns, top comms. Room 19, D'Elia Building, Bridgeport, Conn.

Self-starting salesman with good experience references to sell captive foreign language audience, entire San Francisco Bay area. Starting salary open, plus incentive bonus. Furnish detailed information as to experience, age and other personal data to KLOK, 10 kw, Route 3, Box 327B, San Jose, California in the heart of the nation's fastest growing county.

Top salesman for 5,000 watt on 970 kc. Mail full details to Manager L. Gould, KQAQ, P.O. Box 481, Austin, Minn.

Salesmen, W-RIP, Chattanooga, offers that opportunity you want.

Job hunting? Write Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Announcers

Like adult radio? West Michigan 24-hour am-fm station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 283B, BROADCASTING.

Boston calling swinging deejay for modern radio format with personality. Versatile—some news. Tape, resume, Box 404B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for reasonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately, all inquiries answered. Box 417B, BROADCASTING.

Announcer-first phone, wanted by 5 kw Michigan regional. No maintenance required, but good on air. Will consider beginner, if there's potential. Box 486B, BROADCASTING.

Virginia kilowatt daytimer wants experienced announcer with first phone. Start $100 per week. Box 498B, BROADCASTING.

Needed at once, swinging first phoner for modern music station in the great southwest. Market with population of quarter million. Number one station belonging to chain. Top salary, benefits, excellent working conditions. Box 524B, BROADCASTING.

Starting salary up to $100 weekly for man interested in a permanent position with a future in outstanding North Carolina independent. Must have country music and farm background. Must be able to appeal to and talk with rural people. Mail photograph, references, resume and tape to Box 551B, BROADCASTING.

Philadelphia staff announcer. Mail tape. Box 571B, BROADCASTING.

Wanted-Dj strong on commercials, by station in pleasant mid-west college city. Pay scale according to experience and ability. Send background, references and tape, and state your real salary requirements without exaggeration. Box 572B, BROADCASTING.

Fast growing young organization wants announcer. Near Dallas, Texas. 5 days a week. Send tape if possible. Box 573B, BROADCASTING.

Experienced announcer with first phone. Excellent opportunity. Adult programming. Midwest regional. Box 577B, BROADCASTING.

Experienced morning man who can write copy. Must type. Position must be filled immediately. Send complete employment record, tape, preferably air check. Want man who enjoys stability, living conditions, nice central California town. Box 589B, BROADCASTING.

Illinois kilowatt independent adult music station want mature versatile announcer for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for experienced man. List age, education, family status, detailed experience. Box 590B, BROADCASTING.

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

We need a top man for a top station in a major Florida market, to do disc jockey show and assume position as production manager. Must have excellent voice. Strong commercial. Creative. No top 40 specialists. This is solid career opportunity for right man. Must have adequate experience. Send tape and resume to Box 609B, BROADCASTING.

Announcer-engineer, 1st phone needed immediately. Permanent position, western Pennsylvania independent. Send resume and salary desired. Box 610B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Hard working announcer wanted immediately for nucleus of multi-station operations beginning in mid-south. First phone, engineering, sales, helpful, not essential. Send all to Box 612B, BROADCASTING.

Florida. Number one station in south Florida area has immediate opening with top income for experienced, versatile dj to handle "top fifty" morning show. Must be conscientious, cheerful and outstanding in the creation . . . production of tape commercials. Rush tape, photo and resume: P.O. Box 539, Hollywood, Florida.

Announcer, preferably with 1st phone, 5000 watt station. KCFA, Box 8024, Spokane, Washington.

Top pay—for experienced announcer with 1st phone. No maintenance. Immediate opening. Good job. Hot station . . . small town. Contact General Manager, Radio KUVR, Holdredge, Nebraska.

Immediate opening—Announcer, emphasis on news, some sports, minimum staff work. News-gathering, with chance at news-director's job in future. Strong regional independent, 5kw, northern New England, in world's most beautiful country. C.S. Parker, WDEV, Waterbury, Vermont.

Newsman-announcer, with news of primary concern. Excellent pay, fringe benefits. Require stable, reliable person. Send audition tape, background resume, photo immediately to Bill Frink, WIMA, Lima, Ohio.

Play-by-play sports and staff announcer, combination opening on station that carries full high school football and basketball schedule. Full benefits, good working conditions. All details in interview. Call Karl Bates, Program Director, WLEC, Sandusky, Ohio, Main 6-2000, collect.

A-1 country-western 5 kw station will pay A-1 salary for A-1 engineer-announcer. Send tape, resume and picture. WQIK, Jacksonville 6, Florida.

Opening first week of September for staff announcer. WRAJ, Anna, Illinois. Don Michel, Manager.

WRVA Radio, 50,000 watts, Richmond, Virginia, now accepting tapes for comeptitive auditions. Need strong music personality with an interest in people, news and sports. Contact Jack Clements.

Perspicaciously written emcee and deejay comedy patter. For details write B.L. Enterpries, P.O. Box 1, Elkhart, Indiana.

Announcers! Opportunities in many markets for experienced broadcasters. Tapes (include return postage) and resumes before interviews. Contact Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 5th Avenue, New York 20, New York.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting, P.O. Box 1389, Wilmington, Delaware.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Job hunting? Write Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Help Wanted—(Cont'd)

Technical

S.E. Virginia 1000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Maryland independent needs experienced engineer with first phone for am fm operation with remote and mobile equipment. Reply in full giving background experience, references and salary requirements. Box 188B, BROADCASTING.

Excellent opportunity for combination chief engineer-announcer in southeast. $115.00 weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume, references and photograph if available to Box 494B, BROADCASTING.

Engineer for eastern Ohio radio station. State experience and salary desired. Box 567B, BROADCASTING.

Chief engineer for 5 kw. Must have directional and equipment maintenance background. Start $500.00 with good advancement, secure future. Send details and photo to Box 611B, BROADCASTING.

Chief engineer . . . must be technically proficient enough to do maintenance, good announcer willing to adapt to policy. Air mail picture and resume to Gordon Allen, KGAY, Salem, Oregon.

First phone engineer, smart enough to realize you can still learn at directional set-up. Studio production, minor maintenance, no air work. Send complete details. Must have car. KSTT, Davenport, Iowa.

Announcer-first phone engineer needed immediately for New Hampshire 250 watt daytime station. Good starting salary, permanent berth for right man. Phone, Newport, 101 or 873, WCNL.

Need first phone engineer, small announcing duties, all new Gates equipment. Salary open. WKAI Broadcasting Co., Macomb, Illinois.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Job hunting? Write Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Production—Programming, Others

Wanted for Protestant Broadcasting Operation: Experienced production and station relations man with understanding of local church operation and personal dedication. Box 556B, BROADCASTING.

Experienced farm director—to prepare and present daily agriculture story in predominately farm market—sorghums, wheat, livestock. Not interested in man to read hand-outs. Car and other necessary tools awaiting the right man. Contact Wendell Elliott, KGNO-Radio, Dodge City, Kansas.

Have immediate opening in WIRL production department for person with good commercial voice and writing and production abilities. Call Howard Frederick, WIRL, Peoria, Illinois.

Experienced copywriter with some knowledge in production. Must be proficient in writing good commercial copy. Write information to: Mr. William L. Lipman, WLIP, Kenosha, Wisconsin. Just 50 miles north of Chicago on Lake Michigan.

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Experienced continuity writer-announcer. Must be outstanding in both. Adult format. Pay Commensurate to ability. Requirement is immediate. Resume, photo, tape. Manager, WSAC, Fort Knox, Kentucky.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

RADIO

Situations Wanted—Management

Manager. Radio and/or tv. Sales, programming, administration, production. Capable. Box 548B, BROADCASTING.

Radio manager, success record in medium market with top chain, left radio for tv, wants back in radio management. Professional salesman, executive ability. Top management references. Florida preferred. Box 582B, BROADCASTING.

General manager—Qualified, experienced and proficient in all phases of management. Can sell on all levels and build efficient sales department. Know competitive and objective programming. Top-flight engineer (including applications). Hardworker, good leader and administrator who knows FCC rules and regulations, both operational and technical. Excellent character, 33, family. Prefer south or southwest radio, tv or both. $10,000.00. Available for interview. Sober and dependable. Box 604B, BROADCASTING.

Station manager—Experienced in small and medium markets, sales, programming and good station operation. Engineer. Responsible, 32, family. South to west. Box 605B, BROADCASTING.

Sales

Hard working announcer-salesman. Ten years radio-tv experience, all phases, seeking position offering more time for sales work . . . less for air work. College grad., journalism degree. Age 30, single. If you need a self starting individual experienced in all phases of broadcasting, who's interested in eventual management and investment, contact Box 453B, BROADCASTING.

3 years experience major market radio, selling, servicing, copywriting, radio-television degree, 34, family. Wishes to build future in radio or television. Box 576B, BROADCASTING.

Announcers

Young dj, some experience. Will relocate anywhere. Veteran 20, pleasant voice. Ambitious hard worker. Box 386B, BROADCASTING.

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases. Solidly commercial. High ratings. Excellent references. Box 394B, BROADCASTING.

Experienced, versatile negro dj available October 1, 1960. College graduate, 40 years, references. Very excellent cultured voice. Will travel. Own record collection. Will accept any reasonable offer. Box 419B, BROADCASTING.

Northwest Texas? Dignified radio? Permanence? Well experienced. 35. Single. Box 434B, BROADCASTING.

Announcer—first FCC licene. Steady. Formula or otherwise. Can relocate. Box 454B, BROADCASTING.

DJ-news. 2 years experience. Professional training. Presently employed in broadcasting. Heavy on personality dj work-humorous style. Available immediately. Box 463B, BROADCASTING.

Negro disc jockey, 5 years experience in white and negro markets. Have first phone. Single, auto. Box 484B, BROADCASTING.

Unique personality, with consistently more audience than all other five stations combined, contemplating stronger challenge, stronger paycheck. Fast, foolish, but warm. Top thirty markets only. Box 542B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

1st phone, announcer, news, copy, employed Boston area, desires northern New England adult programming station. Family, 38, ten years radio. Box 546B, BROADCASTING.

Announcer/program director. Versatile, news, music, sports. Offers quality production. Box 549B, BROADCASTING.

Young man looking for start in radio. Broadcasting school graduate plus privately tutored in speech. Some college, third phone. Lots of ambition and hard worker. Box 550B, BROADCASTING.

Announcer experienced. Family man. Sales. Bright, sound and want to settle down. Box 562B, BROADCASTING.

Live wire swingin' dj or all-around announcer available September 1. Prefer dj. Box 553B, BROADCASTING.

Adult appeal stations! Mature professional for major market. Experienced to handle a well balanced music show, and any staff. Know music. Low, smooth, pleasant professional style. 8 years, 28, single, employed. References from present employer. Box 557B, BROADCASTING.

Recent SRT graduate, young, ambitious, well versed in ad lib shows, dj work, sportscasting, copywriting, on the spot interviews, etc. Willing to trade time for experience, looking to locate permanently. New England preferred, but open to all offers. Box 558B, BROADCASTING.

McLendon experienced! Fantastic news . . . Amazing jock ability. Looking for introductory night jock shift in major market. Box 559B, BROADCASTING.

Experienced country dj-copywriter, farm news. First phone, no r&r. Box 562B, BROADCASTING.

One of New England's finest—An announcer's-announcer, I sell both product and personality! Seek position with really-good radio or television station. College graduate, offer maturity, dignity, vigorous deep voice, clean-cut appearance, fine references, years of experience. Tape, photo, and resume on request. Box 563B, BROADCASTING.

Swingin' top 40 jock: Voices, gimmicks, inserts. Three majors—seeking top 30 market. Box 564B, BROADCASTING.

Looking for versatility, creativity, enthusiasm? Are you a modern, progressive station in metro market willing to pay $125? Young married, college radio-tv major, 3-station experience, top morning personality. Box 566B, BROADCASTING.

Sports-sales: 10 years-southwest-best references. Box 570B, BROADCASTING.

Radio announcer with a very good background wants job in tv as an announcer. Prefer all auditions in person. I don't care for tapes. The job must be permanent. Box 581B, BROADCASTING.

Negro announcer, beginner, versatile, ambitious, reliable, mature, commercial, specialist. Married. Box 584B, BROADCASTING.

I'm turning in my magnificent vocal chords! Miserable response to July 4 ad! Check it! Bill Bolte!! Box 585B, BROADCASTING.

Growth more important than salary: seeking permanent newscaster-announcer spot in progressive midwest station. Box 601B, BROADCASTING.

Announcer-salesmen. Experienced. Excellent radio voice. First class license. Box 592B, BROADCASTING.

Negro disc jockey looking for work. Can do commercials, news, and work own board. Box 595B, BROADCASTING.

One RCA type BTA-5F am transmitter, 5 kw output operating and tuned to 1310 kc. One RCA type BTF-10B fm transmitter 10 kw output—operating and tuned to 97.3 mc. Contact: Dan Hydrick, WGH Radio, Norfolk-Newport News, Virginia.

Situations Wanted—(Cont'd)

Announcers

Chicagoland: If interested, good all-round newscaster-staff. Tape resume. Box 600B, BROADCASTING.

Talented announcer and dj, with tv experience; outstanding music, news, sports; assistant managing, programming; collections. Operates board. Capable, steady, dependable. Age 27. Midwest preference. Box 597B, BROADCASTING.

News, play-by-play sports. Experienced large market. Best references. Box 598B, BROADCASTING.

Seasoned. Emphasis gathering, writing local news; do staff work; midwest group station. Box 602B, BROADCASTING.

Combination man. First phone, some experience, southern states preferred. Available soon. John Archer, 6023 LaVista, Dallas, Texas. TA 6-3620.

Situations Wanted—(Cont'd)

Announcers

Young experienced professional ventriloquist wanting position as announcer. Limited announcing experience but unlimited enthusiasm and talent. Contact Donald Amstutz, 2606½ Oliver Street, Fort Wayne, Indiana.

Negro announcer. Have good voice, personality and 1st phone license. Announcing school graduate. Will locate anywhere. John L. Burton, 3501-5th Ave., Los Angeles 18, Calif, Republic 4-0874.

4 years experience. Strong news, production. East dj, but tight. College, married, family. 32, desire to settle. Available after Sept. 10. Richard Drake, 915 E. College Apt. A, Lake Charles, La., Phone Greenfield 7-3919.

Young negro vet. Hard worker. Willing to learn. Graduate radio school. Bob Lee, 6028 S. Drexel, Chicago 37, Illinois.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF (until forbid)**

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME_____

COMPANY_____

ADDRESS_____

Remittance enclosed $ ☐ **Bill**

Situations Wanted—(Cont'd)

Announcers

Young businessman-Experienced radio-tv sportscaster. Weekend board shifts. L. B. Productions, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

I hate N.Y. So does wife, so does baby, so does ulcer. Want sub-major market radio/tv swingin' music show. Presently announcer-talent coordinator with N.Y. morning network tv #1 music/interview show. Wire: Pace, 954 Dumont Avenue, Brooklyn, N.Y.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721, after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Responsible, employed engineer-announcer. Experienced construction and maintenance. West coast desired. Box 575B, BROADCASTING.

Four years experience in both radio and television, operation, construction, maintenance, proof of performance measurements, first phone and presently employed. Married, prefers Pennsylvania. Box 578B, BROADCASTING.

First phone, 5 years experience in maintenance and announcing. Vet, will travel. Box 587B, BROADCASTING.

Chief engineer—Nine years, constructions, maintenance, applications. Good worker, dependable and efficient. Experienced supervisor. Radio or tv. South or southwest. Age 32, married. Box 606B, BROADCASTING.

Man 20, first phone, single, car. Wants job in radio or tv station. Presently employed in 2-way communications. Prefer south. Others considered. No announcing. Harold Bohannon, Box 263, Kensert, Arkansas.

Production—Programming, Others

Young, versatile, experienced announcer-program director, 3 years experience, currently employed as morning man-program and sports director southeast network station. Looking for greater opportunity. Prefer Florida or Gulf Coast. Box 284B, BROADCASTING.

Grad of SRT-TV school looking for start in radio or tv. Any position considered. Box 459B, BROADCASTING.

Diligent girl Friday, write commercials, announce, type. Prefers south. Samples and tape. Box 476B, BROADCASTING.

Program director-disc jockey. Experienced, employed. References. Box 514B, BROADCASTING.

Seeking pd job—Top 40 experience, three major markets experience. Box 565B, BROADCASTING.

Producer-director, nine years with Crosley Broadcasting Corp. Can handle any type of show. Interested in production and sales. (Western states). Married, want to settle. Box 574B, BROADCASTING.

Associated Press-trained radio news reporter-editor, speech-journalism degree. Box 579B, BROADCASTING.

Top calibre, A-1 broadcaster, age 31, over ten years in field seeking station that wants the very best as a permanent fixture. This ad represents ability in all phases of broadcasting so salary must be realistic. Prefer programming and production to sales. Top references. Now manager of midwest 5 kw. If interested write Box 593B, BROADCASTING.

Newsman, 23, family, journalism graduate, completing Army tour, two years experience. Locate anywhere. Box 596B, BROADCASTING.

TELEVISION

Help Wanted—Sales

Number one vhf-tv in medium midwest market now expanding local programming and sales, needs number one local time salesman to assist local sales manager. Moderate salary to start, leading to excellent commission earnings for right man. Send resume of experience, earnings, references to Box 432B, BROADCASTING.

Announcers

Announcer-director. Live programming expansion in new, million-dollar plant creates opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

Technical

Northwest mountain vhf transmitter seeks experienced maintenance and operational engineer. Living quarters, good pay for long hours. Box 333B, BROADCASTING.

Engineer with first class license for 250kw uhf. Experience not necessary. Box 458B, BROADCASTING.

TV studio engineer for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 545B, BROADCASTING.

Assistant to chief wanted by southwest tv station. First class ticket, strong on maintenance. Good salary and benefits, excellent opportunity. Air mail resume. Box 613B, BROADCASTING.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Continuity director for major market radio/tv station midwest. Applicant must be able to assume complete control of department. Administrative experience essential. Unusual opportunity for the right man. Send full details by letter to Box 500B, BROADCASTING.

Production manager. Live programming expansion in new, million-dollar plant requires top-flight production man with proven creative abilities to assume responsibility production department. Must be thoroughly grounded all phases production and administration. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted—Management

Professional tv salesman with radio management background desires tv sales management opportunity. Proven sales record. Excellent references. Box 583B, BROADCASTING.

Sales

Los Angeles acct. exect., age 42, now employed prominent local agency, desires permanent tv station affiliation. Nineteen years tv and radio . . . all phases—management, sales-program-operation. Blue chip recommendations. Wife's health prompts L.A. move. East not considered. Box 560B, BROADCASTING.

No gimmicks. Simply young man desiring sales position. Discreetly aggressive. Experienced most phases broadcasting including film sales. Box 594B, BROADCASTING.

Technical

Chief engineer. Thoroughly experienced am-fm-tv, directionals. Construction, operating, maintenance, administrative. Family man. Box 473B, BROADCASTING.

Desire to relocate in San Francisco-Oakland area. 10 years experience. Radio-tv. Available November 1st. Box 547B, BROADCASTING.

13 years experience am-fm-tv, studio, and transmitter, operation, construction maintenance, 9 years chief and supervisory. Box 599B, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production-minded director. Nine years radio-tv. Newsman, film, announcing, producer-director. Married, vet, graduate. Currently production manager medium market. Available October 1st. Box 472B, BROADCASTING.

Animator, artist, director desires employment with educational station doing children's programs or planning same. 6 years experience major Hollywood cartoon studio, 10 years television programming, 3 years magazine and children's book illustration. Creative, dependable, family and home. Presently employed Box 561B, BROADCASTING.

FOR SALE

Equipment

For immediate sale: RCA 5kw television transmitter channel 5 RCA transmitter console with TM-5A monitor RCA 3 bay antenna channel 5. RCA WM12 and WM13 demodulators. RCA 10kw harmonic filters (2) channel 5, RCA 10kw diplexer channel 5, 400' Stainless guyed tower on ground. 800' 3⅛ transmission line. Sold as package or separately. Box 377B, BROADCASTING.

Multiplex receivers—Bogen RM2—like new. 67Kc.—$110 each. Box 431B, BROADCASTING.

Shaeffer remote control-xmtr, studio units with remote meters. Good units, need minor repair. First $350.00 gets it. Box 607B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

Schafer deluxe custom engineering remote control system complete with two sets of instructions, frequency monitor meters, motor, eleven control relays, used very short time, just like new, packed ready to ship. Price $750.00. Radio Station KLCO, Poteau, Oklahoma.

Available now—320 foot guyed, type 300, Windcharger insulated tower. Painted year ago. Make offer. WMLT, P.O. Box 659, Dublin, Ga.

RCA 3-bay, Channel 3 (or 2) TV antenna. 150-feet, 40-lb. heavy-duty Ideco tower. 320 ft. 3⅛" Com. Products coaxial line, elbows, hangers, fittings, etc. All in excellent condition. Bargain price. WSAV-TV, Savannah, Georgia.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp Co., Box 6111, San Diego 6, California.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

2 Presto 6N disc recorders with Presto 1D cutting heads $350.00 each. Both for $650.00. Presto 340A channel portable mixer $100.00. Magnecorder PT6-J-AH Fulltrack 7½/15 ips $200.00. Fidelity Recording, 121 East 4th St., Cincinnati, Ohio.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

35 mm tv projectors for sale. Four used Simplex Acme projectors with 3-2 pulldown for tv, will be available in September. Contact Otis Freeman, Chief Engineer, 220 East 42nd Street, New York 17, New York—Telephone No. Murray Hill 2-6500.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Experienced owner-operators will pay to 300M for right radio station. No brokers. Box 358B, BROADCASTING.

WANTED TO BUY

Equipment

Need the works: 1 kw fm transmitter, monitor, antenna, etc. We'll buy piece by piece. Box 346B, BROADCASTING.

500-foot Guyed tower. Box 465B, BROADCASTING.

Any used 5-10kw fm transmitter in any condition. Send details and price immediately. Box 554B, BROADCASTING.

Turntables, audio console, 3⅛" transmission line, fm transmitter, guyed tower 200 ft. to 500 ft., to support Collins 8 bay fm antenna. Box 555B, BROADCASTING.

Want 900 megacycle STL system, complete. Contact R.J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

Want Nems-Clarke field intensity meter. George Williams, KGHM, Brookfield, Missouri.

BUSINESS OPPORTUNITY

Investment opportunity—a note for discount properly secured with mortgage on radio station. Box 569B, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

The National Academy of Broadcasting (3338-16th St., N.W., Washington, D. C.) Est. 1934. Trains and places radio-tv announcers, dj's, writers, producers. Enroll now for fall term.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

RADIO

Help Wanted—Management

Wanted: Field Radio Engineer

Capable of doing directional antenna proofs.

Vir N. James

Consulting Radio Engineers

232 S. Jasmine, Denver 22, Colorado

Help Wanted—(Cont'd)

Management

WANTED GENERAL MANAGER AND LOCAL SALES MANAGER

For one of the nation's outstanding negro programmed stations. Pay commensurate with being in one of the top markets in the country.

Our general manager was killed in a plane accident July 1. The sales manager position is a newly created one. We wish to fill both of these positions immediately. Do not apply unless your background can stand a thorough investigation: Contact Pat Tuschman, Radio Station WABQ, AM-FM, Cleveland, Ohio, 319 Bulkley Building, Telephone CH 1-7555.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN WANTED

Experienced, aggressive, newscaster, reporter and editor, for this top-rated, 24 hours station, in the 43rd market. All modern news-gathering aids, including AP, UPI, Radio Press Int'l., air and ground mobile units, etc. Better than average salary and working conditions, permanent position. Send complete information, including starting salary, photo, tape, etc., to BOB WYLIE, P.D., WAKR, Radio-TV Center, Akron 20, Ohio, PO 2-8811.

Help Wanted—(Cont'd)

Production-Programming, Others

RADIO - TV NEWSMAN

Major market on Mid Atlantic coast has immediate opening for experienced reporter—writer—broadcaster. Must be familiar with mobile unit and beeper phone operation. Tape, photo, resume in first letter to

Box 374B, BROADCASTING.

Announcers

Top rated Radio station is looking for the right man with experience, for major league baseball play-by-play, football, basketball and year round sports in large metropolitan market.

Send live play-by-play tape, photo, references and complete background.

State present salary.

Send to Box 538B, BROADCASTING

RADIO

Situations Wanted—Management

CREATIVE 2-MAN MANAGEMENT TEAM

28 years experience: Web and single. Major Agency; Major Sports; Program; Metro Sales; Salesmanager; Farm News; more. Guarantee plus. Prefer Mid-West, 80M up.

Box 586B, BROADCASTING

STATIONS — FOR SALE

5,000 WATT *RADIO STATION*

Large Florida Market grossing $250,000 a year. Only $350,000 with 29 per cent down, balance over 5 years. If you are financially qualified and sincerely interested, write:

Box 509B, BROADCASTING

SMALL MARKET FLORIDA STATION

Small down payment. Attractive terms. Replies confidential. You are dealing with owner.

Box 603B, BROADCASTING

Southwest high profit operation. $210,000 29%—Southwest regional, in black. $92,500 29%—Rocky Mt. regional. Making money. $40,000 29%—Southern profitable small market. $42,000 29%—Southwest single $62,500 terms.—West Coast power. In black. $357,500 29%—Midwest medium. Big money-maker. $150,000 29% — Southern major. Nice profits. $350,000 terms—Southwest medium $115,000 29% Many more! PATT McDONALD, Box 9266, Austin, Texas. GL. 3-8080 or Jack Koste, 60 E. 42nd., NY 17, NY. MU 2-4813.

SOUTHERN MARYLAND MARKET

Covering St. Marys, Charles, Calvert counties and Tidewater, Virginia. Grossing approximately $50,000 yearly with much room for improvement. Priced at $80,000 with 29% down payment. Balance on excellent terms.

Box 588B, BROADCASTING.

NORMAN & NORMAN

INCORPORATED

Brokers — Consultants — Appraisers

RADIO-TELEVISION STATIONS

Nation-Wide Service

Experienced Broadcasters

Confidential Negotiations

Security Bldg. Davenport, Iowa

Va.	Single	1kw-D	80M	terms
Ill.	Single	Daytimer	95M	29%
La.	Single	Regional	53M	terms
W. Va.	Small	Local	40M	10 dn
Cal.	Medium	1kw-D	70M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1kw-D	125M	29%
Cal.	Metro	Daytimer	175M	terms
Tex.	Metro	1kw-D	130M	29%
Fla.	Large	Regional	185M	29%
Fla.	Major	Fulltime	250M	terms
Cal.	Major	250w	475M	terms

And Others

PAUL H.

CHAPMAN COMPANY

INCORPORATED

MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

STATIONS FOR SALE

ROCKY MOUNTAIN. Profitable full time facility. Absentee owned. $80,000 a year average for the past five years. Asking $80,000 with 29% down.

SOUTHWEST. Growing medium market. Full time facility. Doing $50,000 a year. Asking $100,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000 a year. Asking $55,000 with 29% down.

WEST NORTH CENTRAL. Profitable daytimer. Absentee owned. Asking $100,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Stable market. Will do $85,000 for the year. Well established. Asking $135,000 with 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif.

HO. 4-7279

FOR SALE

Equipment

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement

458 Peachtree Arcade

JA 5-4841 Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates

Box 3192 Woodland 7-1469

Santa Barbara, California

Continued from page 93

WMKE Milwaukee, Wis.—Granted mod. of cp to decrease ERP to 34 kw, ant. height to 205 ft., change ant.-trans. location, type trans. and new ant. and make changes in ant. system.

WARD-TV Johnstown, Pa.—Granted extension of completion date to Feb. 13, 1961.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Sept. 7, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Sept. 6, in order to be considered.

Applications from the top of processing line:

BP-13291—New, Bolivar, Tenn., Savannah Bcstg. Service Inc. Req: 1050kc, 250w, D.

BMP-8632—WWIL Fort Lauderdale, Fla., Florida Air-Power Inc., Has cp: 1580kc, 1 kw, 10kw-LS, DA-2, unl. Req mp: 1580kc 5kw, 10kw-LS, DA-2, unl.

BP-13293—New, New Canaan, Conn., New Canaan Bcstg. Co., Req: 1490kc, 250w, unl.

BP-13294—WMUU Greenville, S.C., Bob Jones U. Inc., Has: 1260kc, 1 kw, D. Req: 1260kc, 5 kw, D.

BP-13296—New, Palm Springs, Calif., Cummings Bcstg. Assoc. Req: 1340kc, 250w, unl.

BP-13298—KBUN Bemidji, Minn., Paul Bunyan Bcstg. Co., Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1 kw-LS, unl.

BP-13299—New, Espanola, N.M., Community Bcstg. Co. of Espanola. Req: 1370kc, 1 kw, D.

BP-13300—WDOE Dunkirk, N.Y., Lake Shore Bcstg. Co. Inc., Has: 1410kc, 500w, DA-N, unl. Req: 1410kc, 500w, 1 kw-LS, DA-N, unl.

BP-13301 New, Safford, Ariz., Willard Shoecraft. Req: 1230kc, 250w, unl.

BP-13302—WBRG Lynchburg, Va., Harry A. Epperson Sr. Has: 1050kc, 1kw, D. Req: 930 kc, 5kw, D.

BP-13303—WINF Manchester, Conn., Manchester Bcstg. Co., Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1 kw-LS, unl.

BP-13305—New, Celina, Ohio, Marshall Rosene. Req: 1350kc, 500w, DA, D.

BP-13306—WICH Norwich, Conn., Eastern Connecticut Bcstg. Co. Has: 1310kc, 1kw, DA-1, unl. Req: 1310kc, 1kw, 5 kw-LS, DA-2, unl.

BP-13307—New, Watertown, S.D., Paul D. Bernards. Req: 1480kc, 1 kw, D.

BP-13308—New, Twenty-Nine Palms, Calif., Hi-Desert Bcstg. Corp. Req: 1250kc, 1kw, D.

BMP-8653—WAMS Wilmington, Del., Rollins Bcstg. of Del. Inc. Has cp: 1380kc, 1kw, 5kw-LS, DA-2, unl. (5 kw when WBNX operates) Req mp: 1380kc, 1kw, 5kw-LS, DA-3, unl. (5kw when WBNX operates).

BP-13309—New, Alexander City, Radio Alexander City. Req: 910kc, 500w, D.

BP-13310—New, Columbus, Neb., City and Farm Bcstg. Inc. Req: 1590kc, 500 w, D.

BP-13311—WBOW Terre Haute, Ind., Radio WBOW Inc. Has: 1230kc 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13315—New, Price, Utah, Inland Empire Bcstg. Co. Req. 1050kc, 1kw, D.

BP-13316—KBYG Big Spring, Tex., Radio Station KBYG. Has: 1400kc, 100w, unl. Req: 1400kc, 250w, unl.

BP-13318—WEVE Eveleth, Minn., Carl Bloomquist. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13320—WHOU Houlton, Me., Northern Maine Bcstg. Corp. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13321—WISV Viroqua, Wis., Parks Robinson. Has: 1360kc, 500w, D. Req: 1360 kc, 1kw, D.

BP-13322—WEZJ Williamsburg, Ky., Whitley County Bcstg. Co. Has: 1440kc, 500w, D. Req: 1440kc, 1kw, D.

BP-13323—New, Kailua, Hawaii, Egal Radio. Req: 1130kc, 1kw, unl.

BP-13324—WLLH Lowell, Mass., Merrimac Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1440kc, 250w, 500w, unl.

BP-13325—WLLH Lowell, Mass., Merrimac Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 500w-LS, unl. (Synchronous Amplifier-WLLH).

BP-13326—WTSV Claremont, N.H., Radio Claremont Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1 kw-LS, unl.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING August 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,451	44	96	842
FM	721	25	186	135
TV	473	62	75	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 3

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,442	700	471[1]
CPs on air (new stations)	41	41	50[2]
CPs not on air (new stations)	98	171	74
Total authorized stations	3,581	912	653
Applications for new stations (not in hearing)	628	74	39
Applications for new stations (in hearing)	194	40	65
Total applications for new stations	822	114	104
Applications for major changes (not in hearing)	656	35	39
Applications for major changes (in hearing)	29	11	17
Total applications for major changes	685	46	56
Licenses deleted	0	0	1
CPs deleted	1	4	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

BP-13327 New, Cartersville, Ga., Bartow County Bcstg. Co. Req: 1270kc, 500w, D.

BP-13328—WGHQ Kingston, N.Y., Skylark Corp. Has: 920kc, 1kw, DA, D. (Saugerties, N.Y.), Req: 920kc, 5kw, DA, D. (Kingston, N.Y.).

BP-13329—KVEL Vernal, Utah, Uintah Bcstg. and Tv Co. Has: 1250kc, 1kw, D. Req: 1250kc, 5kw, D.

BP-13331—New, Winnsboro, S.C., Fairfield Bcstg. Co. Req: 1250kc, 500w, D.

BP-13333—New, Clovis, N. Mex., Norman E. Petty. Req: 680kc, 500w, DA-1, unl.

BP-13336—New, Punta Gorda, Fla., Peace River Bcstg. Corp. Req: 1350kc, 500w, D.

BP-13338—New, North Augusta, S.C., Harry Hammond. Req: 1600kc, 500w, D.

BP-13343—New, Cheyenne, Wyo., J&J Bcstg. Co. Req: 980kc, 500w, D.

BP-13344—New, Lenoir, N.C., John E. Boyd. Req: 1580kc, 500w, D.

BP-13345—New, Lake Placid, N.Y., WIRY, Inc. Req: 920kc, 1kw, D.

BP-13346—KYSM Mankato, Minn. Southern Minnesota Supply Co. Has: 1230kc, 250w, unl. Req: 1190kc, 500w, 5kw-LS, DA-2, unl.

BP-13347—KNCM Moberly, Mo., Moberly Bcstg. Co. Has: 1230kc, 250w unl. Req: 1230 kc, 250w, 1kw-LS unl.

BP-13348—New, Santa Maria, Calif., Pacific Radio Co. Req: 1150kc, 5kw, DA-2, unl.

BP-13350—New, Grand Junction, Colo., G&P Enterprises, Req: 1340kc, 250w, unl.

BP-13353—WZRO Jacksonville, Fla., Andrew B. Letson. Has: 1010kc, 1kw, D. (Jacksonville Beach, Fla.) Req: 1010kc, 25kw, DA, D. (Jacksonville, Fla.)

BP-13356—KFLY Corvallis, Ore. Mid-Land Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240 kc, 250w, 1kw-LS, unl.

BP-13357—WCUM Cumberland, Md., Allegany County Bcstg. Corp. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13358—New, Nicholasville, Ky. Jessamine Bcstg. Co. Req: 1250kc, 500w, D.

BP-13359—WMFG Hibbing, Minn. Hibbing Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

Applications on which 309(b) letters have been issued:

BP-13295—WLCX LaCrosse, Wis. LaCrosse Radio Inc. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13349—WUSJ Lockport, New York, Lockport Union-Sun & Journal Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

Application deleted from Public Notice of March 18, 1960:

BP-12804—New Aurora, Mo. Galen O. Gilbert. Req: 940kc, 500w, D. (Assigned new file number BP-13999)

Application deleted from Public Notice of April 11, 1960:

BP-13028—New, Vancouver, Wash. Gordon A. Rogers. Req: 1550kc, 1kw, D. (Assigned new file number BP-14146)

Application deleted from Public Notice of April 21, 1960:

BP-13087—New, Englewood, Fla., Sarasota-Charlotte Bcstg. Corp. Req: 1580kc, 500w, D. (Assigned new file number BP-14211)

License Renewals

■ Following stations were granted renewal of license:

KHHH Pampa, Tex. KBEK Elk City, Okla. KLIX Twin Falls, Idaho. KLYK Spokane, Wash. KTXL West Springfield, Mass. KFKF Bellevue, Wash. WNNJ Newton, N.J. WGGO Salamanca, N.Y. KSMA-FM Santa Maria, Calif. WBFD Bedford, Pa. WBLF Bellefonte, Pa. WCDL Carbondale, Pa. WESA Charlerol, Pa. WFRM Coudersport, Pa. WGAL-FM-TV Lancaster, Pa. WISL Shamokin, Pa. WJMJ Philadelphia, Pa. WKAP Allentown, Pa. WKBO Harrisburg, Pa. WLEU Erie, Pa. WNBT Wellsboro, Pa. WPIT Pittsburgh, Pa. WTRN Tyrone, Pa. WERC-FM Erie, Pa. WJBR(FM) Wilmington, Del. WPIC-FM Sharon, Pa. WKST-TV New Castle, Pa. *WHYY-TV Philadelphia, Pa. *WDUQ(FM) Pittsburgh, Pa. *WHYY(FM) Philadelphia, Pa. WCED-AM-FM Dubois, Pa. Tv translator station K71AL, K76AM, K79AE, Tillamook, Ore. Tv translator station K71AN Boonville, Calif. Tv translator station K73AM Boonville and Philo, Calif. Tv translator station K70AI Prineville, Ore.

■ Granted renewal of licenses of following stations (Comrs. Bartley and Cross favored conditioning renewals without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act):

WAMO Homstead, Pa. WAZL-AM-FM Hazleton, Pa. WHLM-AM-FM Bloomsburg, Pa. WCAE Pittsburgh, Pa. WHGB Harrisburg, Pa. WJET Erie, Pa. WTIV Titusville, Pa. WMCA New York, N.Y. WTAE (TV) Pittsburgh, Pa. WLAN-FM Lancaster, Pa. WPEN-AM-FM Philadelphia, Pa. WCTC-AM-FM New Brunswick, N.J.

America's modern way of doing business

Stabilizing rocket — delivered by AIR EXPRESS — gets high-temperature environmental test at California laboratory

Space rocket gets a lift from Air Express

These men aren't on their way to Mars—yet. But the amazing rocket they're perfecting brings that day closer and closer. Right now, they're putting its components through their paces at the North American-Rocketdyne field site in California. The little stabilizing rockets, about to be tested here, have already flown successfully—by AIR EXPRESS . . . the world's fastest, most dependable way to ship. If speed, kid-glove handling and dependable delivery — all at low cost — are vital to your business, always call AIR EXPRESS. And make sure your products, parts and new models are FIRST TO MARKET... FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

OUR RESPECTS TO . . .

George William Allen

It all started in Chicago in 1925. George Allen, now head of the Hollywood office of Guild, Bascom & Bonfigli, was then an ambitious young singer with a tenor voice the experts agreed would bring him fame and fortune. But meanwhile he had a bride to support and when a friend told him a radio set manufacturer was starting a radio station and wanted a manager who knew music, George asked him to set up an appointment. On arrival, he was met with: "So you know all about music. Tell me."

"Here was the perfect case of 'I'm glad you asked me'," Mr. Allen comments. "I'd just completed a thesis on the history of music and I let him have it full blast. When I walked out I was station director of WOK, also its chief announcer, in full charge of everything except engineering."

In the Beginning ■ Advertising had not yet discovered radio; all programming was sustaining; a manager's main job was getting performers to talk, sing or play into the mike. "This was not as hard as it sounds," Mr. Allen recalls. "Radio was still a novelty and every artist wanted to try it out. At WOK we had the advantage of a studio in the Hotel Morrison, so we were able to give our entertainers a free meal. Often I'd line up 10 performers for an evening and wind up with 20."

It was at this time that George introduced the late evening dance band remote pickup to radio. The Morrison had an orchestra that played for dancing each evening. What could be simpler than to put in a microphone and pick up a half-hour or so of dance music? And it was almost as simple to line up three or four pickups from other clubs or cabarets, getting an evening's programming for the cost of a few telephone lines.

When WOK left the air in 1929 following an allocation overhaul by the then new Federal Radio Commission, George had made a small fortune in the stock market boom, so it was off to New York to resume his singing career. But the market crash sent him back to Chicago and back to work as a director in the radio department of J. Walter Thompson Co. It was here that he put together a musical program featuring a male quartet and persuaded the Northern Trust Co. to sponsor it, a daring move for a conservative financial institution to make at that time. For the next 25 years *The Northerners* were a fixture of Chicago radio.

Back to Broadway ■ In the early 30s, New York was the glamour center of radio. There the major programs originated and there the talent thronged. Young Mr. Allen, having gone through the rigorous training of Chicago radio, was now ready for the big time, so it was off to New York and a producer's job at Benton & Bowles.

His program schedule read: Monday: *Colgate - Houseparty;* Tuesday: *Palmolive Beauty Box;* Wednesday: Lanny Ross' *Log Cabin Show,* Gertrude Berg's *House of Glass* and the *Fred Allen Show,* one after the other, fortunately all on NBC so he could dash from one studio to the next during the station break; Thursday, *Maxwell House Showboat.* He also had a five-a-week quarter-hour strip, *Tony and Gus,* and, of course, all the programs had repeat broadcasts, live repeats, as records were banned from the networks and tape hadn't come along yet.

With rehearsals, George was usually in the studio at 10 a.m., and seldom left before midnight. "I loved every minute of it," he declares, "and I was headed straight for a nervous breakdown." So he left B&B for J. Stirling Getchell, which had only one major weekly radio program and to him looked like a rest home ("although it really wasn't when I got there").

GB&B's ALLEN
His talent sang for supper

CBS—East and West ■ In 1938 Mr. Allen left Getchell to become a program director at CBS, but he'd scarcely got his first show started (a novelty called *Professor Quiz*) when he was made program director of WABC (now WCBS), the network's station in New York. "My most memorable contribution there," he says, "was piping a successful morning program up from our Washington station and later persuading Arthur Godfrey to move to New York and do his show from there."

Six years later, in 1944, CBS moved Mr. Allen to Hollywood as commercial program director, later promoted him to western program director. In the early 1950s, as network radio declined, he sought a transfer to the tv side of the network. CBS wanted him to stay in radio, so he quit and opened his own shop to serve agencies with no Hollywood offices of their own, learning about tv by producing video spots for his clients' accounts. One client was the San Francisco agency, Guild, Bascom & Bonfigli, and before long he took down his own shingle to open up a Hollywood office for GB&B. Today, in addition to management duties, he also has charge of program procurement for the agency.

Life Is a Song ■ George William Allen was born May 10, 1899, in Spokane, Wash. The family (10 boys and a girl) was Welsh and the house was filled with music. Before he had finished high school, George had toured the Pantages vaudeville circuit as tenor in a fraternal quartet. At the U. of Washington, where his student days were interrupted by Navy service during World War I, and where he was a letterman in football and track, he majored in music. For three years, he took daily lessons from Miss Ada Tilley, head of the voice department. At the end of that time, she resigned her post to become Mrs. George Allen and they took off for Chicago to develop his musical career. Then came radio and today his singing is strictly "at home and for fun."

"At home" for the Allens is a house in Van Nuys (40 minutes on the freeway to his office), where a pool has just been added to celebrate their 26th anniversary. There's always music, hi-fi, stereo and self-made, but George Allen's major hobby is undoubtedly his work with the Hollywood YMCA. Each fall, he puts on "Y Day in the Hollywood Bowl," where some 10,000 youngsters assemble for a top talent variety show, a box lunch and a football game, all arranged by Mr. Allen, whose secretary estimates he spends the equivalent of a full month a year on this activity alone. On the board of managers of the Hollywood Y, he is also first vice president of the Hollywood Ad Club and a member of The Lambs.

Forbidden ground

SOME broadcasters we know have taken comfort in the FCC's new statement of policy on programming surveillance. They see it as a relaxation of control in some respects and a more moderate approach to regulation than had been anticipated.

We cannot share their feeling of relief. Despite the commission's professions of regard for the First Amendment's guarantees of freedom and for the Communication Act's prohibition against censorship, the policy statement puts the FCC deeper in programming than it has ever gone before.

As described in this magazine last week, the policy that the FCC intends to follow will require an applicant for a new station or for a renewal to prove he has diligently tried to discover the "needs" of his community and has planned programs to satisfy those needs. "What we propose," the FCC said, "is documented program submissions prepared as the result of assiduous planning and consultation covering two main areas: first, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor—professional and eleemosynary organizations, and others who bespeak the interests which make up the community. By the care spent in obtaining and reflecting the views thus obtained . . . will the standard of programming in the public interest be best fulfilled."

In another part of its statement, the FCC summed up its intentions this way: "To enable the commission in its licensing function to make the necessary public interest finding, we intend to revise Part IV of our application forms to require a statement by the applicant, whether for new facilities, renewal or modification, as to: (1) the measures he has taken and the effort he has made to determine the tastes, needs and desires of his community or service areas, and (2) the manner in which he proposes to meet those needs and desires."

It is the FCC's contention it can evaluate a programming report of that kind without straying into program control. That, we suggest, is impossible.

Under the proposed procedure the FCC cannot deny a license without deciding that the programming is defective in some way. It will then be substituting its judgment for that of the broadcaster. It will be saying the broadcaster ought to broadcast something he thinks is unworthy to be broadcast or that the broadcaster ought not to broadcast something he thinks ought to be on the air. No matter how the FCC tries to cover its tracks with copies of the U.S. Constitution, its trail will be leading straight into territory that the First Amendment has clearly marked off limits.

Three grim months

IT IS going to be a wide-open, free-swinging presidential campaign. It is going to be waged on the air, with broadcasters caught between two quarrelsome political parties.

Both presidential nominees concede it's going to be close. Air exposure could spell the difference.

Television dominated the political conventions, to the chagrin of newspaper competitors. Both parties will rely on television and radio in the three rigorous months ahead. Assuming House concurrence in the suspension of Section 315 on political time—probably next week—there will be head-to-head debates between candidates Nixon and Kennedy on the networks.

Each party has named an advertising agency to handle its campaign. The emphasis is on expertise in broadcasting. Guild, Bascom & Bonfigli was named months ago by the Democrats. The key man, however, is J. Leonard Reinsch, of the Cox stations, who, after running the Los Angeles convention, was drafted by Sen. Kennedy to coordinate air campaigning.

The GOP has formed Campaign Assoc. as a task force, drafting its personnel from established agencies. Vice President Nixon has as his personal broadcast consultant the experienced Ted Rogers who has both network and independent production background.

But broadcasters have infinitely more to cope with than the presidential and vice presidential aspirants. They will have the problem of satisfying time requests of candidates for all elective offices.

More than that, broadcasters have a big stake in the outcome of the elections. They have been buffeted by Congress and the regulatory agencies in the worst siege of inquisitions since radio began regularly scheduled transmission in 1920.

The Democrats went out of their way to lambaste broadcasters in the platform adopted last month. The Republicans, to their credit, took no gratuitous pokes at broadcasters in their platform.

It's unlikely that regulatory policy pertaining to broadcasting will figure as a campaign issue. Mr. Nixon's philosophy, however, is well-known. He would have the government keep hands off all free competitive enterprise. He urged self-regulation after the House Oversight Subcommittee exposes. He often has held that television and radio, as journalism media, are entitled to the privileges and prerogatives of the press.

Mr. Kennedy's views on broadcast regulation are not known. He has not served on the Commerce Committee which handles communications and has not been active in legislative affairs affecting the freedom of the broadcast media. Broadcasters naturally would like to know where he stands.

Three grim months confront stations and networks until election day, Nov. 8. Every minute of time granted candidates will be checked off.

Upon the record made between now and November broadcasters must base their case for full freedom from bureaucratic control. The first step in their pursuit of freedom must be outright repeal of Section 315 to let broadcasters determine their own editorial content as full-fledged media of journalism.

Drawn for BROADCASTING by Sid Hix

"Remember that long, extra-inning baseball game you cut off last week?"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.

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